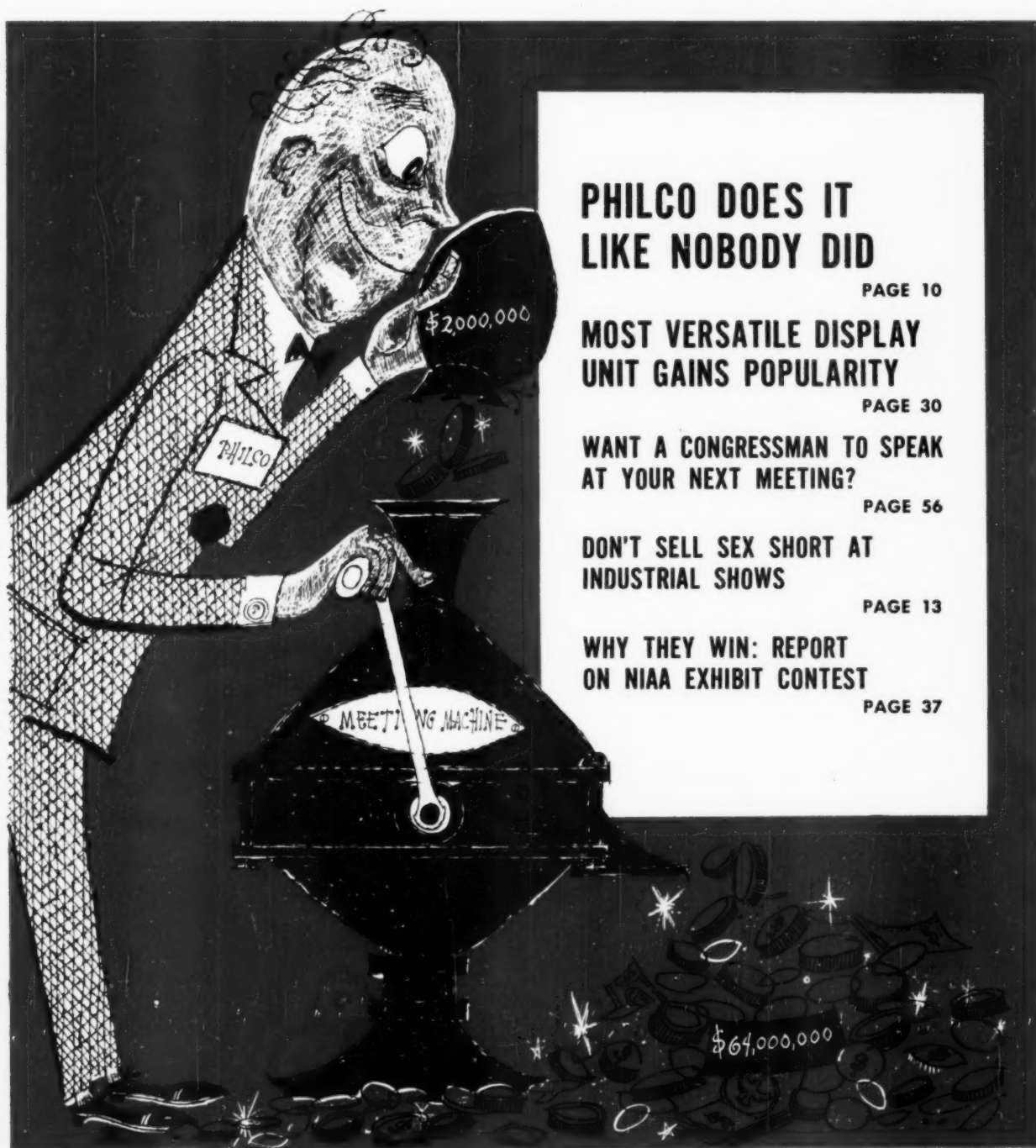


Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



PHILCO DOES IT LIKE NOBODY DID

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MOST VERSATILE DISPLAY UNIT GAINS POPULARITY

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WANT A CONGRESSMAN TO SPEAK AT YOUR NEXT MEETING?

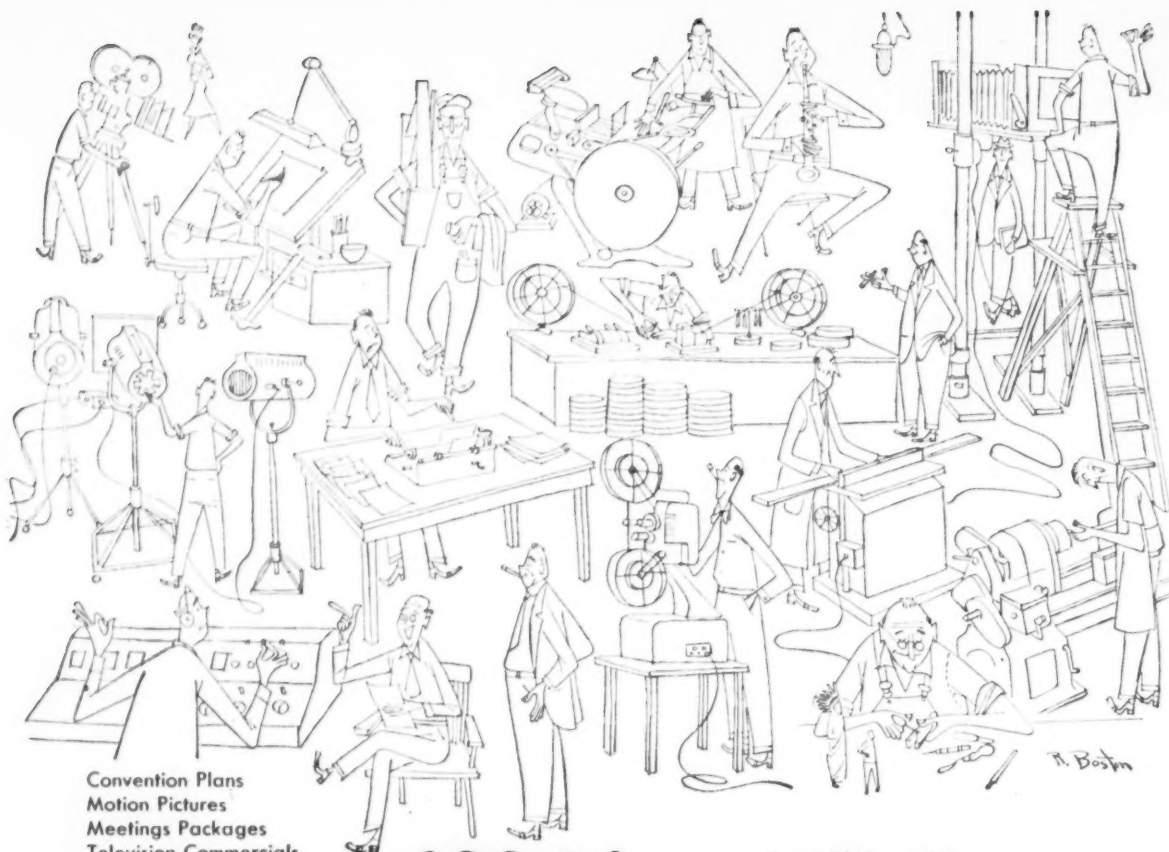
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WHY THEY WIN: REPORT ON NIAA EXHIBIT CONTEST

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Convention Plans
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 Transparencies
 Slides
 Film Distribution
 Turnover Charts
 Meeting Guides
 Tape Recordings
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 Promotion Pieces
 Poster Charts
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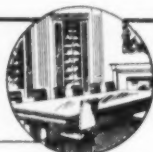
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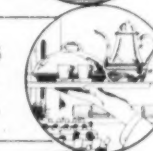
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Sales Meetings

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It brought 8,000 dealers and distributors to Atlantic City for the largest, most ambitious sales meeting ever staged. Every stunt in the book, and a few never written, were put into the meeting that cost \$2 million and sold \$64 million

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Don't Sell Sex Short

Before casting your lot with those who are against use of models at trade shows, read what two leading models have to say about use, selection and values of attractive girls at exhibits.

By Jence Lowry and Peggy Ramsdale

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When It Has to be Good or Else

The Kawneer Co. needed the razzle-dazzle of Notre Dame's band and a host of other well-timed theatrics to make its sales meeting just right. A lot was riding on its first general meeting in 40 years. By Frank J. Smith, Manager, Sales Development, The Kawneer Co.

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How Do You Know Who's at the Show?

There are two basic ways to check the audience at a trade show: audit of attendance and audience reaction study. No matter which you consider best, you should know how they compare and differ. By John T. Fosdick, Research Editor

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Mr. Meeting Planner, Meet Yourself

If you've ever arranged a meeting, you've lived this tale. Guaranteed not to make you one mite brighter, this is sure to draw a few chuckles as you tread lightly through the multitudinous details that are heaped upon the meeting planner.

By David M. King, Copy Chief, *Newsweek*

25

Most Versatile Display Unit Gains Popularity

Self-contained exhibits don't replace conventional units but offer enough advantages to make them an excellent "extra" for large companies, a good bet for many small ones. Exhibit builders and users reveal merits and shortcomings of units

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Even a Price Book Can Be Glamorized

What can be duller than a price catalog as a sales meeting subject? Not much. But when you dress it up as Binswanger did, you have a three-day conclave packed with good humor and training.

By Joe Nadler, Vice President in Charge of Sales, Binswanger & Co.

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How Do Your Meetings Sound?

Sound-effects recordings are inexpensive and yet do much to dramatize speeches and entire meetings. Over 500 different

sounds and special music are on records for meetings.

By Thomas J. Valentino, President, Thomas J. Valentino, Inc. 47

What Goes into the Promotion of a Successful Industrial Exposition?

There's no easy road to exposition promotion. It requires a clear definition of purpose and many activities to make that purpose known to potential exhibitors and visitors.

By Harry E. Conrad, Executive Secretary, American Society of Tool Engineers 49

Want a Congressman To Speak at Your Meeting?

Before going on the trail to capture one of 435 Representatives or 96 Senators for your conclave, make sure you're calling on the right man. 56

Unions Promote Their Labels With a Trade Show

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By Raymond F. Lehenev, Director, AFL Union Label Industries Exposition 59

Care and Feeding Of Sales Meetings

The Heil Co. is out to cure "salesmeetophobia"—fear of sales meetings. Its farcical drama has brought laughter to many sales executives' clubs while its speakers offer 75 years of company experience on how to plan meetings.

By John Barclay, General Sales Manager, The Heil Co. 65

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A rundown on visual aids now being used for sales meetings by a half dozen companies. While 3-D is here, there's plenty new and different that can be done with conventional films.

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By Jack B. Connors, Eastern Division Manager, The Reardon Co. 73

Flannel-Board Kit Tells Story of DuPont Fibers

For less than \$10, department stores get a complete training kit on characteristics of new fibers. Kit includes flannel-board "fiber circus," cued script and book of instructions. 75

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TWO

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Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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BUSINESS MANAGER
Paul Lightman

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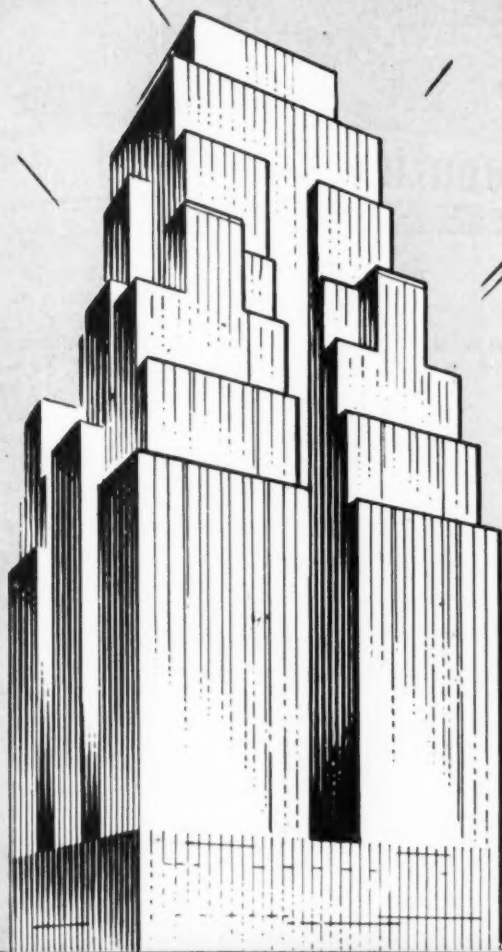
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Warwick S. Carpenter

SALES MEETINGS is issued quarterly on January 1, April 1, July 1 and October 1 as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia office.

Third Quarter
July 1, 1953

SM/JULY 1, 1953

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- American Osteopathic Association—
Chicago, Illinois, July 13-17, 1953
- International Boy Scout Jamboree—
Santa Ana, California, July 17-23, 1953
- Soil Mechanics and Foundation Engineering—
Zurich, Switzerland, August 16-27, 1953
- American Bar Association—
Boston, Massachusetts, August 24-29, 1953
- American Hospital Association—
San Francisco, California, Aug. 31-Sept. 5, 1953

For complete data on TWA convention services, call or write your local TWA office.
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Editor's Notes

Is It Legal?

One out of five sales meetings, it seems, uses some kind of "shower of money" or other theatrical device to indicate that there's money in hard selling. Whether the "money" is tied on strings, held in a roll or distributed to the audience isn't important. What is important is: Is it legal?

U. S. Secret Service frowns on "money" that even remotely looks like money. It not only frowns, but can get down-right nasty about it.

You might be violating the law without knowing it. Whether the "money" you use would fool a normal man is not the criterion to judge its legality. If it could conceivably fool a drunken bartender in a misty taproom would be a better test.

I had a little talk with a Secret Service office chief the other day. He offers this tip: Before printing any stage money for your meeting, check with your local Secret Service office or at least call your attorney for an opinion. It can be most embarrassing to have your entire supply of "money" and plates confiscated, not to mention your liability to prosecution. (Actually, Secret Service doesn't prosecute in such cases but wags a stern finger.)

What makes the Treasury boys jumpy is that some of the strangest bills have been passed successfully. Not too long ago rubber dollar bills were passed. What could be further from the real thing than stage money printed on rubber? Yet, Secret Service had to stop its manufacture and sale because some unsuspecting, and obviously poor-sighted, individuals made change from a rubber buck.

You're guilty of counterfeiting even if one small part of your bill is "in the likeness or similitude" of the real thing. If just the scroll and denomination numeral are remotely similar to genuine bills and the rest of your bill is merely an advertisement, you still might be a violator of the two Federal laws governing the duplication of Uncle Sam's currency.

If you think Secret Service is hair-splitting, stop in at its local office and let them show you the voluminous files of flash money that have been passed to unsuspecting shopkeepers. Passers have a talent for folding up bogus bills to look good to a busy clerk who doles out change, apparently, on the sole stimulus of the color green.

Convention Business Quiz

Like self-test quizzes? See how well you do in listing the most and least popular months for conventions. Put a 1 beside the month you consider most popular; 2 beside the next most popular month and so on. If you score 12 right, try picking horses—you're psychic. Ten right, you've seen the



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Experienced personnel—to complete arrangements to make your convention a success.

3 famous dining rooms...the moderately priced Oak Room, the atmospheric Cape Cod Room and the distinctive Camellia House.

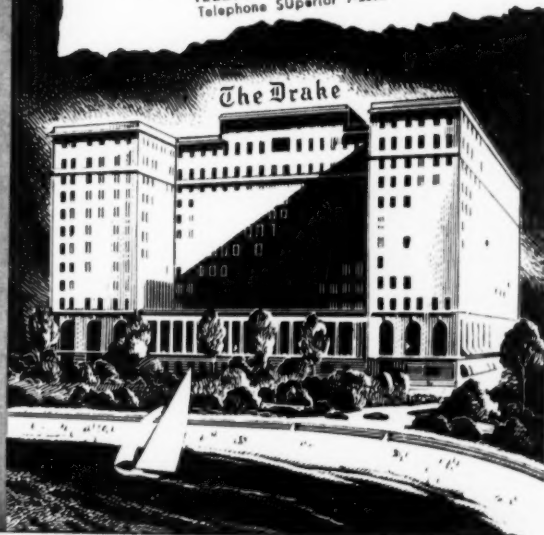
600 sleeping rooms.

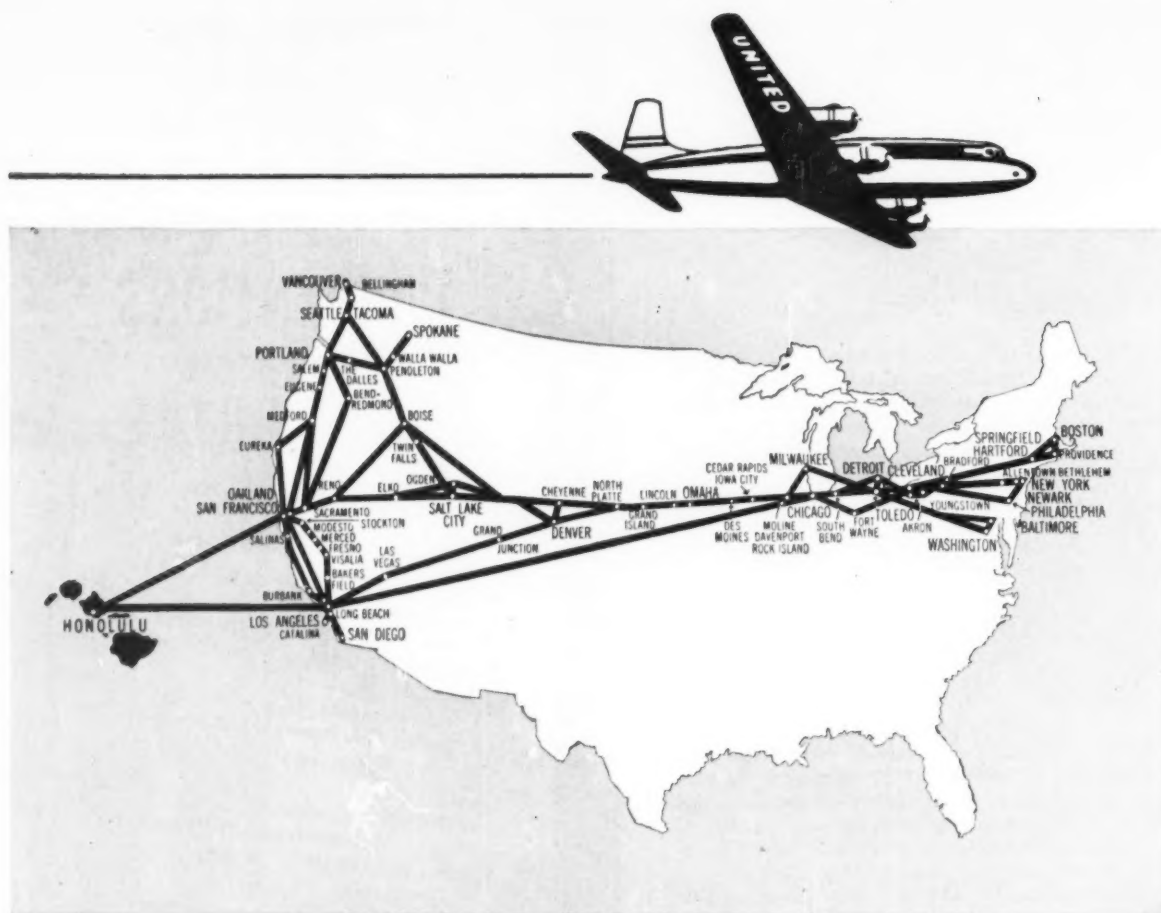
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PLAN YOUR CONVENTION WITH THIS MAP!

answers before. Six right, excellent; three right, par. Answers at bottom of column.

—Jan.	—Apr.	—July	—Oct.
—Feb.	—May	—Aug.	—Nov.
—Mar.	—June	—Sept.	—Dec.

Hold the Phone

Few devices in business get as much use as the telephone and yet exhibitors at trade shows are often reluctant to install Mr. Bell's convenient little instrument. Saul Poliak, Clapp & Poliak, Inc., New York City, points out the value of a telephone in exhibit booths in a speech at a meeting of the Materials Handling Institute.

"I believe that perhaps the best single investment you can make in any exposition is for a telephone in your booth," says Mr. Poliak, a show manager of some 25 years' experience. Page boys moving constantly through a large show can expect to experience delays up to a half hour in delivering a message to an exhibitor who hasn't his own phone, he reveals.

"The message is delivered and, because you are busy talking with a customer, there is a further delay from the time the page leaves the message with someone in your booth until you get it. (You answer the telephone at once in your own office.) Finally you break away, heading for one of the batteries of pay stations in the show, which may be a considerable distance from your booth and, when you arrive there, you find all booths occupied and a dozen people ahead of you waiting to place their calls. This is par for any important show, because there's no way of getting the telephone company to arrange enough public telephones to take care of peak demand.

"It ought to be pretty obvious that, under these altogether typical circumstances, a single incoming call, promptly received, could pay for the entire telephone installation in your booth many times over. I know that many companies hesitate to install their own telephone because they fear visitors will abuse its use. On this point I have to observe that, first, abuse is remarkably rare and second, that the saving in other respects generally can overcome even the worst conceivable abuse."

So universal is the use of the telephone tied up with our every day living, it is remarkable that large companies, or any company for that matter, need be advised to install a telephone at an event designed for intensive business.

Answers

According to a recent survey by International Association of Convention Bureaus, busiest month for conventions is October, December is the dulltest. Here is how months rate in volume of convention business: 1—Oct.; 2—May; 3—June; 4—Apr.; 5—Sept.; 6—July; 7—Aug.; 8—Nov.; 9—Mar.; 10—Feb.; 11—Jan.; 12—Dec.

ROBERT LETWIN
Editor



Business takes a new interest in Washington

There's a new climate in Washington for business. Now's the right time for planning your important events in the Capital.

Put your important meetings and exhibits where important things are happening. You can book your big meetings, conferences and shows in Washington's foremost meeting site. Complete facilities for national company meetings—sales, promotion and public relations exhibits—are available now at National Guard Armory.

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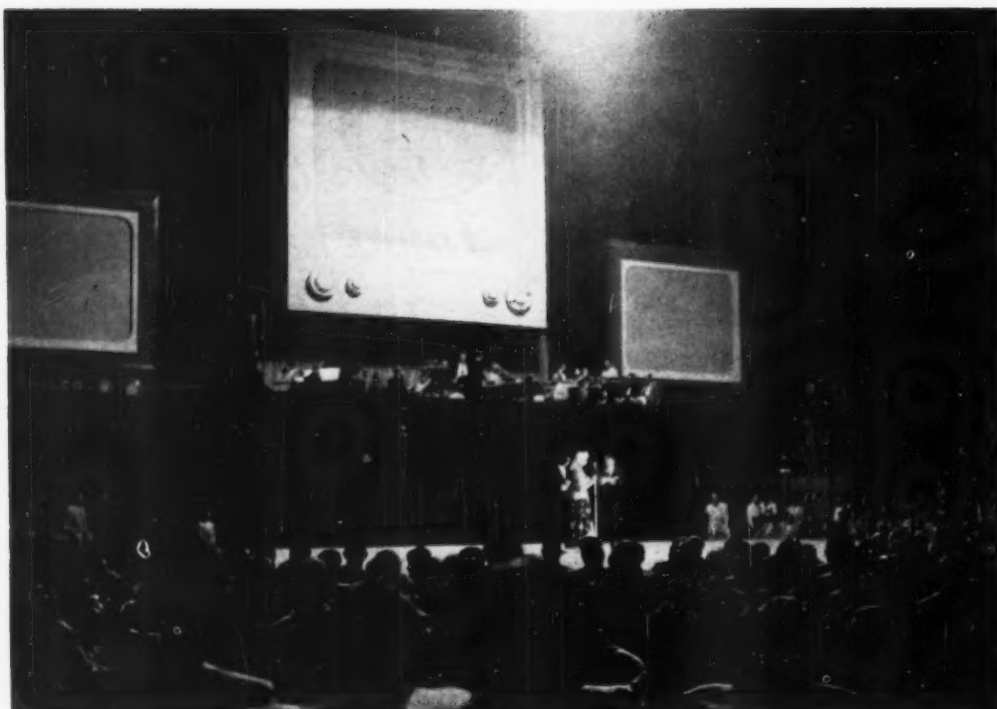
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EVERYTHING WAS BIG. Huge TV-set props had giant screens for rear projection of slides. Exhibits of merchandise and departmental displays filled four acres. Dagmar (center) headlined vaudeville.

Philco Does It Like Nobody Did

It brought 8,000 dealers and distributors to Atlantic City for the largest, most ambitious sales meeting ever staged. Every stunt in the book, and a few never written, were put into the meeting that cost \$2 million and sold \$64 million.

Philco Corp. staged the world's biggest sales meeting and probably set a world's speed record for appliance sales to dealers.

You name it and Philco had it for its dealer-distributor sales meeting. From performing dogs to a show on ice, all the glitter, glamor and thrills of rodeo, Auto Daredevils, Dagmar, boxing bouts and vaudeville were crammed into four days in Atlantic City.

Over 8,000 dealers and distributors were guests of Philco for the extravaganza that verberated the length and breadth of the seashore resort. Eleven hotels were completely filled

by Philco and 15 others were enlisted to supply additional sleeping facilities for the most effervescent crowd of conventioners to hit Atlantic City in a decade. And they had a right to be exuberant.

Philco picked up the tab for the meeting and transportation to the tune of \$2 million. From the time a dealer stepped out of his front door until he returned, Philco paid the bills. Each dealer was given a book of tickets. Tickets were used instead of cash for everything.

As a delegate got off his plane, train or bus in Atlantic City, he merely opened his book of tickets and was

ready to start. First ticket paid his cab fare to his hotel. Another ticket paid his hotel bill. Others covered admissions to entertainment events, bus rides, luncheons and other activities. In all, 22 tickets were stapled into the yellow books that spirited dealers along the Boardwalk from one lavish event to another.

Philco handled the biggest mass transportation job ever undertaken by a private company when it moved its dealers and distributors to Atlantic City. Over 7,000,000 miles of travel by plane and train were involved, not to mention boat and plane travel for 65 foreign distributor personnel from Latin America, Europe, Middle East and other remote corners of the world.

Planning was nothing short of masterful for Philco's meeting. Not one hitch in the hectic schedule developed. Dealers and distributors arrived on a Sunday. Sunday evening, buses lined up beside each hotel and whisked them away to Bader Field where Col. Jim Eskew's J-E Ranch Riders

staged a full-scale rodeo.

Because the rodeo could not be booked on a one-performance basis, it arrived in Atlantic City two days earlier and played the two days to the general public. Most of the proceeds from public performances were turned over to Girl Scout and Boy Scout organizations—unknown to the public—as a silent, charitable gesture by Philco.

Monday morning, dealers were treated to a three-hour performance on ice. The complete Ice Cycles troupe presented a colorful show built around Philco's new line for 1954. New TV and radio receivers glided across the ice in special routine numbers to promote the line.

An "electronic ballet" was presented on ice with skaters whirling about with illuminated "antennas" protruding from their hats. A "train" load of Philco executives was included in the ice show as skaters guided the wood and cardboard train over the ice.

Exhibit-wise, Philco's meeting was slightly short of fantastic. It had an area of 20,750 sq. ft. under Atlantic City's Convention Hall balcony to fill with exhibits. In addition, it had the Arena area in the hall to decorate for the ice show. This included a 28-foot gold-foil wreath frozen in the center of the ice. For a distributor meeting, Philco had to put exhibits on the hall's ballroom stage. It had exhibits—2,500 sq. ft. each—in 15 hotels, and another 6,000 sq. ft. of displays in Claridge Hotel, headquarters for the meeting. It took 10 display companies to create the displays in time for the meeting although planning started in January.

These display companies in four cities created Philco's exhibits: Arrow Display Associates, Philadelphia; Art Guild, Philadelphia; Design Built Studios, New York City; Display House, Philadelphia; Erskin Design & Display, Atlantic City; Gardner Displays, Pittsburgh; General Exhibits, Philadelphia; Simkins Design & Displays, Philadelphia; W. E. Sparks Studios, Inc., Philadelphia; and Structural Display Co., Inc., New York City.

Designs for exhibits were created by the art department of Hutchins Advertising Co., Inc., Philco's agency. Under the direction of William Maxwell, just promoted to vice-president by Hutchins, exhibits were planned in coordination with many departments at Philco that were presented graphically to dealers via elaborate displays.

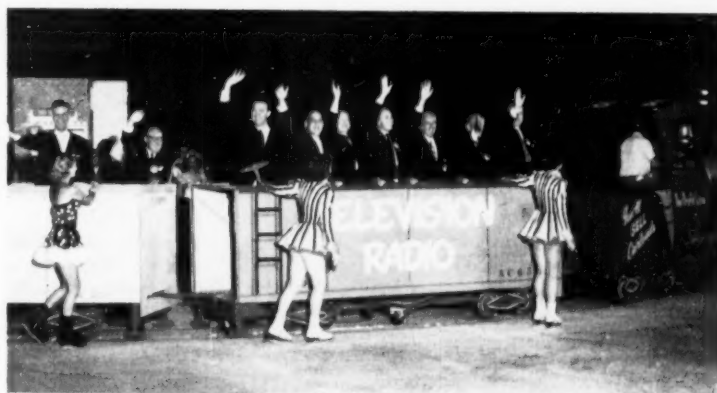
While primarily a radio and television presentation, the display area



JUST BECAME A GRANDFATHER, so James H. Carmine, executive v-p, ordered 8,000 cigars for dealers. Everything about the meeting was high spirited and generous.



PRODUCTS GLIDED ACROSS ICE with ballet on skates. It was graceful, colorful.



"EXECUTIVE TRAIN" brought Philco management across ice in novel introduction.

told the story of research and engineering as well as consumer products. Company products shown in exhibits included microwave television and communications relay systems, communications and navigational equipment, field engineering service, elec-

tronic circuit testers and training units. These were in addition to refrigerators, freezers, air conditioners, electric ranges, and radio and TV units.

Three huge simulated TV sets were installed in Convention Hall

Costs: Small Percentage of Business Volume

Looking back on the biggest sales meeting ever held, Ray B. George, vice-president, merchandising, Philco Corp., has this to say:

"In a comprehensive analysis of objectives and results of an operation as big as our mid-summer dealer convention, consideration must be given to both the tangible and intangible.

"Our method of qualifying dealers for attendance, whereby a dealer earned his trip through purchase of Philco products, started to pay off as far back as January and business was stimulated throughout the spring season, as dealers continued to accumulate credits by selling Philco refrigerators, freezers, air conditioners, ranges, television and radio. On this basis, total cost of this enterprise, though a considerable sum when viewed alone, represents a small percentage of total business volume that resulted. This phase of the operation, which might well be considered the end that justified the means, was in reality just the beginning, as the opportunity to sell en masse 7,500 leading retail merchants from all parts of United States is one that no manufacturer in our industry has ever enjoyed before. Needless to say, advance planning was keyed to take every possible advantage of this opportunity.

"A complete study was made of each dealer's volume for the fall of 1952 and advance orders prepared in relation to his potential for the fall of 1953. Special incentives to buy while at the convention took the form of special credit terms, advertising, and merchandising support and the assurance of a well balanced and representative inventory of Philco television and radio to start the season."

where the ice show was presented. Center TV prop was 44 ft. high and 24 ft. high. It contained a screen 16 ft. by 20 ft. Slightly smaller screen props were on either side of the largest prop. On the center screen were flashed color slides of each new product in the new line. On the left screen, slides pointed out features of each new model and on the right, prices were flashed. For the rear projection of the slides, three tall towers had to be constructed to accommodate the equipment and projectionists.

It took two full weeks to erect all the display material, towers and exhibited products. It included a generous portion of overtime. Each of the 10 display builders who worked from designs supplied by Hutchins, erected the exhibits he built.

Philco offered "no comment" on the volume of TV and radio receivers sold to dealers as a result of its meeting. However, C. Clair Knox, president, Rexair Division, Martin Parry Corp., and chairman of the board, National Sales Executives, introduced James H. Carmine, Philco's executive vice-president, as "the man who just sold \$64 million's worth of merchandise in the past 48 hours." The introduction was made at a session of NSE convention which held forth in Atlantic City during Philco's gala meeting.

Mr. Carmine epitomized the spirit that pervaded Philco sessions. When he was notified in Atlantic City that his daughter, Mrs. Patricia Carmine Van Hess, had given birth to a 7-lb.-7-oz. boy, his first grandchild, he immediately ordered 8,000 cigars and distributed them to everyone in at-

tendance at the meeting. The baby's father, Lt. Glenn Van Hess, is in Army Intelligence in Korea.

Every one of Philco's distributors at the convention staged his own meeting for his dealers. At these conclaves, local merchandising problems were discussed and arrangements were made to move the load of appliances that dealers were prompted to order.

If Monday morning's activities were a climax, there was no evidence of anticlimax on Monday evening. A full card of 10 boxing bouts was offered in Convention Hall. The ring was set up over the ice with wood and cardboard insulation to prevent spectators from having cold tootsies.

As Monday went, so went Tuesday. Dealers were rushed back to Bader Field to a daring performance by Joey Chitwood's Auto Daredevils who raced stock cars and motorcycles off ramps and through the air in breath-taking feats, and to the thunderous applause of spectators.

Fast pace of events didn't slacken on Tuesday night. Eight vaudeville acts in a huge review, "Night of Stars," were presented. Dagmar head-lined the show which included Borrah Minevitch's Harmonica Rascals, chorus girls, comedians, performing dogs and singing chorus.

Mixed throughout the convention were numerous distributor parties and a gigantic buffet luncheon for everyone in the lower level of Convention Hall. Four bus-loads of waiters had to be brought from Philadelphia to serve at the luncheon.

Every element, idea and stunt that has ever been conceived for meetings

was worked into Philco's plans. An MG car was given away to a lucky dealer.

Lottery was used to provide rooms for dealers. Distributors assigned hotel rooms by chance so that there would be impartiality toward all dealers who preferred the plushiest rooms.

Distributors not only handled room assignments for their dealers but arranged transportation to the meeting as well. Philco worked with distributors on transportation. Distributors worked closely with whatever transportation facilities were most efficient in serving their territories and Philco supervised the over-all transportation plan.

Philco almost forgot—in the rush of plans—that it had a birthday to celebrate. This year marks the company's 25th year in radio. The anniversary was worked in via a huge cake, however, and distributors will remember the birthday best because each received a "silver anniversary convention special" portable radio with a silver plate bearing the distributor's name.

While Philco did not give out either cost or sales figures for the meeting, and most figures were compiled by well-founded rumor and sharp-penciled observers, Mr. Carmine did reveal:

"Philco has taken orders for more radio sets at this convention than at any convention in the past five years. Further, we have taken orders for twice as many television receivers as we did at our mid-summer convention last year."

This meeting, with its reported \$64 million's worth of sales in two days, will give Philco a big boost toward its annual sales goal of \$435 million. It already set an all-time record with first quarter sales of \$129 million, according to William Bladerston, president. He told the assembled dealers that they could look forward to continued high-level business activity in the foreseeable future. He predicted that sales of room air conditioners, a field in which Philco "has led the industry for 16 years," would set a new record in 1953.

Ray B. George, vice-president, charge of merchandising, held all the reins for the Philco festivities. He coordinated the thousands of details that went into the vast project. Three years ago he directed Philco's meeting when it set a sales meeting record with 5,000 dealers. That meeting cost the company \$1 million and was the largest company meeting up to this 1953 effort.

(continued on page 81)



PRODUCT FEATURES are often pointed out best by models. Peggy Ramsdale shows lightness of container in Plax Corp. booth.



MODELS GET ATTENTION. Even in as staid an institution as a bank, Jence Lowry helps to tell the story of low financing rates.

Don't Sell Sex Short

Before casting your lot with those who are against use of models at trade shows, read what two leading models have to say about use, selection and values of attractive girls at exhibits. They offer sound observations and suggestions.

As told to Robert Letwin

BY JENCE LOWRY AND PEGGY RAMSDALE*

Are you susceptible to a pretty girl's smile? Do you stop to listen when an attractive girl talks to you?

If you are male, alive and over 12, you'll answer "yes." And that's why exhibitors employ models at trade shows.

Some outspoken "experts" will tell you not to have models in your trade show booth. "Visitors look at the legs

and not at the products," they tell you. "Technical men don't want to see girls at industrial exhibits," they say. "Shapely damsels in your booth indicate that your products are not sufficiently interesting to attract attention."

Fiddlesticks!

As professional models, we attend more industrial and trade shows in major convention cities in six months than most of these "experts" attend in five years. Our detractors see a scantily clad girl in a booth and generalize that all models are bad for

exhibitors.

In taking up the cudgels for our profession, we shall present the values of employing profession models, tips on how to select them, what not to do, and some pertinent observations.

1. Eye-catcher: Attractive girls attract attention whether they are walking down the street, sitting on a train or standing in an exhibit booth. Exhibitors use all manner of attention-getters so why not one of the best?

2. Time-saver: Why employ expensive technical or sales talent to operate a simple audience participation game when a model can do the job much better? Save your booth personnel's time for specialized tasks. Besides, have you noticed how few will refuse to try an audience participation game when a soft feminine voice extends an invitation?

3. Low pressure: Shell Oil Co. regularly employs models in its booths. Here's how E. S. Schulman, of Shell, describes the value of models in relieving pressure: "They take the feeling of high-pressure salesmanship away from our activities. How often I've seen people interested in a company frightened away by a dominating salesman. Granted, people come to your booth when interested in your products, but note, I say interested. How much better if the interest is stimulated by a friendly approach instead of an aggressive one. Models we use are instructed to direct technical questions to company personnel in attendance at the booth and to introduce the Shell salesman to the prospect. With this means we feel that we eliminate the hustle and bustle generally associated with shows." Need we say more?

4. Demonstration: Want to prove your product is light in weight? Let a model hold it. Want to prove your product is easy to operate? Let a model operate it. Want to show how simple your product can be assembled and disassembled? Let a model do it. While visitors tend to gravitate to demonstrations at a show, demonstrations by attractive girls get the bigger crowds.

5. Giveaways: If distributing literature, buttons, flowers, samples or a dozen other items are important to your sales promotion program, better use models. By actual count, a pretty girl can distribute 14 times as much literature in one hour as the best salesman can give away in three hours. Show visitors will seldom turn down a giveaway from a girl but feel no compunction to turn away from a man's handout.

*Miss Lowry, Saxi Holtsworth Model Agency, New York City, is seen at top company booths at major trade shows. Miss Ramsdale, Oscar's Model Agency, Philadelphia, is another of the nation's most popular trade show models.

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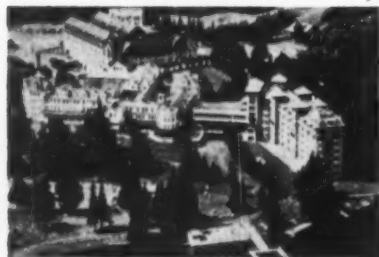
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6. Talent: Good model agencies have girls with a variety of talent. Suitable girls can be found for almost any type of booth requirement. Attractive misses can take photographs, dance, sing, act, type, demonstrate, sell or lecture. You name it and a good model agency will come up with the girl your job requires.

7. Tone: Few things can set a mood or create a special atmosphere in a booth as a costumed model. Put a model in a conservative but richly styled evening gown and you create a stateliness and formality in your booth. Dress her in a lively peasant-styled frock and you present a gay mood for your audience. Stressing economy? How about a shapely miss in kilts? Have a special trademark you want impressed on visitors? How about a costume designed around it? For most companies, a business atmosphere is best, so models wear tailored street clothes or cocktail dresses to help set the tone.

Exhibitors Need Training

Exhibitors need more training for employing models than models need training for working at trade shows. Professional models know how to deal with most situations, but exhibitors seldom know how to best utilize models in their booths and even less how to select the right one for a particular job. When you hire a model, be sure you note these things:

1. Model agency: It is more important to select the right agency than to worry about selecting the proper girl. A good model agency knows its girls well and can recommend girls that best suit your show needs. Be particularly careful in selecting your agency. Its reputation, experience and former clients are your best guides. Ask about an agency's clients and show experience before you ask about its girls.

2. Selection: Don't pick a model on the basis of beauty alone. You have a particular job for her to do, so select a girl who can do the job best. Your agency is your best guide as to which girls to consider. A friendly, easy smile is more important for models at a trade show than sheer beauty. Ability to talk intelligently and learn your selling points are more important than a statuesque silhouette.

3. Discriminate: Be hard to please. Don't just take any girl. If you haven't a real job for the model to do, don't hire one. But, if you have a real job to be done, make sure you

get the most talented girl for the assignment.

There to Work

4. Conduct: Models are generally on their good behavior at all times. They know they are constantly being watched and are trained to be particularly decorous. As an exhibitor, don't you detract from their work. Don't shower attention on models in your booth. They are working girls, not dancing partners. When the man in charge of an exhibit spends too much time with the models, he loses the value of the models in their relations with customers and prospects. It also breaks down morale of other booth personnel. Professional models will not date booth personnel, will not go out with customers or prospects and prefer not to go to dinner with the boss. An exhibitor is unwise if he tries to change these rules of conduct. Good models are not hired from reputable agencies as after-hours companions.

5. Cost: Don't shop for bargains in models. Difference in cost per day or week for a talented professional model is relatively small compared to just any girl. A professional model is trained in make-up, dress, grace, deportment, conversation and other attributes of a gracious hostess. Would you want something less to be associated with your company's name?

6. Adaptability: A model should match your product. If your product is particularly technical, make sure the girl looks intelligent. Good agencies can supply girls of every description so that the right one to match your product or sales story can be obtained.

Be Considerate

7. Hours: Models work harder at trade shows than any other personnel. They are hired for six or eight hours and work steadily. Few companies require their salesmen to man a booth more than four hours at a stretch. Therefore, exhibitors should be considerate in providing rest periods for models but, at the same time, not be over-lenient. Insist, for example, that your models never visit other booths during the show. (Some girls like to gather product samples during rest periods.)

Models like to work at trade shows. They enjoy associating with business executives as a break from staring at a camera lens under hot



SHORT SKIRTS ARE TABOO at industrial shows, professional models say. But at consumer or dealer shows, they really pull booth traffic. Peggy Ramsdale, co-author, is at right.



CONSERVATIVE CLOTHES ARE BEST at industrial shows. Jence Lowry, supervises an audience participation game for Shell Oil. Nobody operates games better than models.

lights for hours. Models who work at trade shows are usually sales-promotion minded. They can pick up your product story quickly and it is a good idea to cover your story with them before the show opens.

From experience, professional models know how to handle wolves without causing hard feelings or embarrassment to a prospect or customer. They can turn down dinner invitations and date suggestions gracefully and with tact. They know, for instance, that wolves are thicker at shows for dealers and distributors than at large industrial expositions where aggressive males are seldom a problem. Higher the eschelon in industry, less troublesome the wolves. Most professional models can detect a date pitch a mile away and can avoid complications—especially with good customers of the company—before they begin.

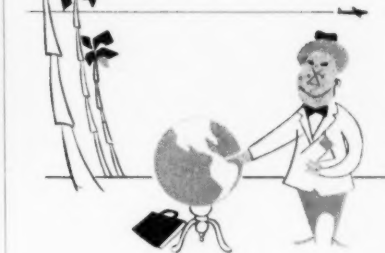
fore they begin.

Because the public press calls every attractive girl a model, especially when it's a shapely miss in some scrape with the law, professional models are sometimes targets for uncomplimentary remarks from small brains. That's why models are more conscious of their role as representatives of the exhibiting company than the average employee.

Models can do much to add charm, friendliness and graciousness to your booth. They can be excellent hostesses for your booth visitors, can direct prospects to the right salesman and can create a feeling of warmth and sincerity to your exhibit.

Select the right agency, choose the right girl and you hire the hardest working, most interested and certainly most attractive employee you can put in an exhibit booth.

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For the most memorable meeting in your company's history, add a touch of the tropics! It'll be "terrifico", whether you fly to Havana, Panama, Lima, Buenos Aires—or go all out to Rio! It's just as simple as holding it at home base, too. Our Convention Bureau will handle all travel details. And don't forget to check on our pre-convention and post-convention tours to South America. There's a handy coupon for you to use below.



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Please have your representative contact us
to discuss our coming sales meeting.

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Organization _____

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MEETING OPENED when a drum major burst right through the simulated TV screen.

When It Has to Be Good or Else

The Kawneer Co. needed the razzle-dazzle of Notre Dame's band and a host of other well-timed theatrics to make its sales meeting just right. A lot was riding on this first general meeting in 40 years. Morale needed a smash success.

BY FRANK J. SMITH

Manager, Sales Development, The Kawneer Co.

All the impact of a drum major bursting through a room-size television screen to the rousing music of the Notre Dame University band broke upon the audience as the curtain rang up on the 1953 general sales meeting of The Kawneer Co., Niles, Mich. Marching into the meeting room in full regalia and sending forth thunderous sounds of football stadium music, Notre Dame's band set the stirring pace of the three-day sales conclave that had to be good.

The Kawneer sales organization needed a success — first, from the standpoint of initial effort. For the first time in many years salesmen, district and division managers and sales executives from the United States and Canada—nearly 100 men—were brought together under one roof. Each group had met in yearly

meetings before, but not for many years had their meeting times coincided. For this meeting, all groups were brought together to hear the same company story and see the sales organization working as one unit. With an awareness that this meeting was extremely important in company history, the planning committee knew it had to be good.

The other reason for success at this meeting was morale. From the start of the Korean War, Kawneer salesmen had been hit time after time with the kinds of blows that seriously affect any sales organization. The war itself caused a run of orders on all-aluminum Kawneer doors and store front material. Dealers realized anything approaching an active war would cut into their source of supply. So a wealth of orders began that lasted for nearly a year and

a half. During this year and a half, Kawneer battled to cut down the backlog, but always fell slightly behind. Service complaints, many unjustified, piled higher in the salesmen's hair. Then, came controls.

Controls did one thing at least. They provided a common denominator to eliminate all orders without priority. They cut down the backlog simply by the process of refusing any orders without priority.

As the Korean War continued and the United States was able to build up its finishing sources, more aluminum became available. As a result, Kawneer once again stepped up its production and asked for additional selling effort from its salesmen. Kawneer inventory was built to a point as high as at any other time. Construction activities renewed and the company looked ahead to the best year in its history.

About six months before the sales meeting a strike ended this activity. As impending labor troubles loomed larger and larger, most of the inventory was shipped to warehouses throughout the country. Manufacturing was stepped up in other Kawneer plants at Berkeley and Los Angeles, Calif., and at Lexington, Ky. But labor trouble meant delayed shipments, rerouting, multiplied errors in shipments. To the individual salesman, it meant service complaints, trouble calls and manufacturing er-

rors in a never-ending chain. Trouble had just about resolved itself as the meeting began. But the bad taste was still in many mouths.

There were many skeptics the night before the meeting began. A promotional campaign leading to the meeting centered around the slogan, "BKD—in '53." Some solutions to the slogan were offered around the dinner table the night before, and they ranged from serious offerings of "Better Kawneer Dealers" and "Buy Kawneer Doors" to the amusing "Bernie's Kosher Delicatessen" from the Minneapolis sales manager. And there was a cynical "Better Kawneer Deliveries."

Timing

Clue to success in the meeting was timing. Most common gripe from a captive audience—and a just one, too—is that meetings hang on and on and on. A meeting scheduled to begin at 9:00 AM gets started around 20 minutes after. If it is supposed to end at 5:00, the men are lucky to get back to their rooms before 6:15. The Kawneer meeting set a precedent of another kind; it ended 10 minutes early. When there was nothing more to say, no one tried to say it. When the end of the day came, it was the end of the day.

Good timing was achieved for several reasons. First were rehearsals. Everyone taking an active part in the meeting, from President Larry Plym to the foreman who portrayed a Swami, was scheduled and required to rehearse. Rehearsals covered every type of presentation—skits, speeches, chart and visual-cast presentations.

Next reason was use of transitional organ music. If a speaker wasn't able to wind up his presentation in the time allotted to him, music boomed out over the P. A. and the man suddenly found he was talking only to himself. To prevent kickbacks, each speaker was warned of time limits and what might happen if he did run over.

Another big factor in good timing was use of a stage for many skits. Once again people in the act, whether talking or in a skit, had to keep the show on the road or the curtain would come down and the music up. Most repeated comment at the end of the first day concerned the meeting's not only getting out on time, but ending minutes ahead of schedule.

Here's a brief description of the opening script to show how devices



DEALERS AND TRAINEES ARE TAUGHT benefits of Kawneer material—with buttons. Shot from the slingshot, they emphasize that "benefits help button up a sale."



FLAT PIECES OF STIFF BOARD done in perspective served as sets. For example, a line drawing of a desk was made, then cut out and nailed to a four-legged table.

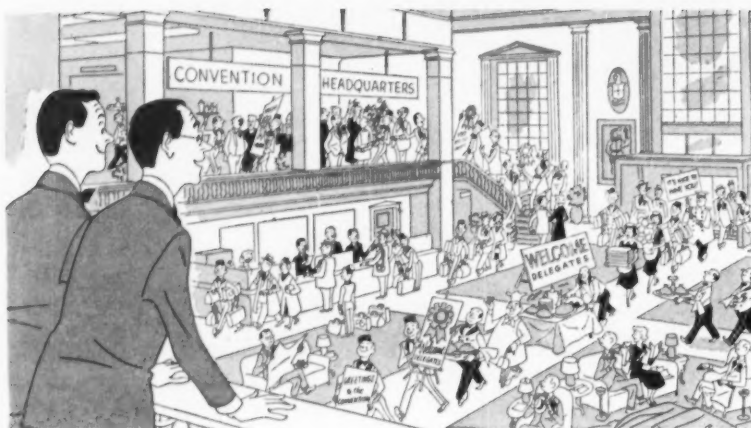


QUIZ SHOWS based on TV counterparts were held. This is the "Information Please" panel. The men are all set to answer questions about the new Zourite colors.

for timing were used: As the Notre Dame band marched from the room, a back stage announcer picked up the commentary explaining some facts about the band and extending the welcome of President Hesburgh of Notre Dame. Using the technique of a commentator at a political convention, he led into a telecast directly from the office of Kawneer's president, Lawrence J. Plym. When the curtain went up, Mr. Plym and his secretary were sitting in a set that simulated the actual office. He

was dictating a rough draft of the speech he would give at the coming sales meeting. This technique led directly to his opening speech. Henry W. Zimmer, executive vice-president, then came on stage and the two talked about the past year and the outlook for 1953. It was all natural.

As the office scene faded out, the announcer came back in typical television style to announce that the program had been interrupted for a special announcement. David S. Miller, vice-president for architectural



"See what I mean about Sheraton pitching in for a convention manager?"

We can't promise to make your convention automatically successful. But we'll give you the warmest welcome and take many details off your hands.

Convention managers find they get more for their money when they come to Sheraton — with its complete facilities in 22 American and Canadian cities.

And in every Sheraton, you'll find a fully trained, experienced staff ready to help your meeting go the way you want it to — like clockwork.

LIKE TO KNOW MORE? Then send for the free booklet, "Facilities offered by Sheraton Hotels." Write: Sales Dept., Sheraton Corp. of America, One Court Street, Boston 8, Mass.

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 Montreal—Sheraton-Mt. Royal, The Laurentien
 Toronto—King Edward, Windsor—Prince Edward
 Hamilton—Royal Connaught
 Niagara Falls—Sheraton-Brock

Dramatization

Wherever possible, events to fill these three sections were moved out of the ordinary and dramatized. A new product wasn't held up and announced as a new product. It was dressed up, polished and presented.

Kawneer makes an aluminum facing material called Zourite. The line was extended this year in color and, for the first time in the history of any architectural metal company, a facing material became available in six colors in a baked porcelain enamel finish. To impress the event upon salesmen, a style show was presented with all the effects of a fashion show introducing new seasonal clothes. Models dressed in flowing white evening gowns were introduced and walked across the stage with each new color. Background music, spotlights and a running commentary by a local actress added to the presentation. Each piece of Zourite was placed among folds of black and white satin. One color accent was a single glove matching the color of the Zourite piece.

The drier the topic under discussion, the more serious the attempt to dramatize it. A salesman wasn't told how to organize his time or his territory; he was invited to watch a skit showing how another salesman does it. When the script called for a housewife or a secretary, a girl from the home office at Niles was brought into the sales meeting and asked to take part. Nearly 30 people outside the sales department figured in the meeting's success.

Most of the meeting's impact was delivered on the first day. All new products were introduced, and any



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new policy changes announced. Second day was a follow-through to clear up any questions and rehash what had been seen or heard. But this portion had action. It wasn't a dull exchange of questions and answers, but several quiz shows based on TV counterparts, such as Twenty Questions and Beat the Clock.

The leave-em-on-the-ropes spot on Saturday morning was given, quite naturally, to the Advertising Department. A whole new concept of Kawneer advertising was presented to salesmen using simple, straightforward techniques. Where a lot of other information had been ballyhooed and exaggerated, the new program was played down for greater continuity and understanding. Salesmen ate it up.

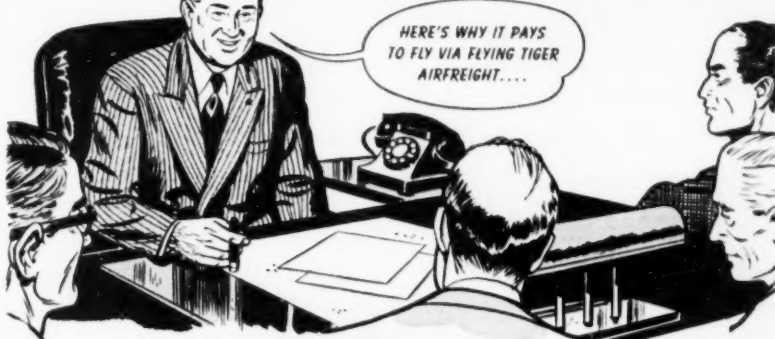
Setting for the entire meeting was plushy. Sessions were held in Notre Dame's new two-million-dollar Morris Inn with its thick carpets, paneled walls and cushioned chairs. Props were the result of intensive planning and imagination if not heavy outlays of cash. The set, including the TV-set front piece, stage, backdrop and lighting, was built professionally for approximately \$1,500. Props for the settings were built by our Art Department at a cost of less than \$100.

Cost

Total cost to produce the meeting was somewhere under \$8,000. This includes the stage, props, Kawneer products used in the meeting, slides, films, photographs taken during sessions, music, models, separate exhibits, publicity and promotion. Biggest single item of cost was the stage; slides were next biggest cost.

It will be difficult to pin down tangible results from the 1953 general sales meeting. If dollar volume jumps a certain percent this year, no one will be able to pin it down to a meeting. If more store fronts or doors are sold than ever before, there will be no direct correlation to the three days spent at the Morris Inn. But there were intangibles. There was an enthusiasm not present three days before. There was, above all, a feeling—as Dave Miller described it—simply a feeling. He pretty much left it at that. A feeling . . . and each salesman could fill in the rest as it applied to himself. Of unity . . . of aggressiveness . . . of good fellowship . . . of reaffirmation . . . of satisfaction . . . of hopefulness. But above all, there was a feeling of pride to be a member of the sales organization of The Kawneer Co.

JACK FRYE, President of General Aniline and Film Corp.



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I'LL SAY WE CAN! THAT'S OUR ANSWER.

Formerly it took 12 days to ship film from the eastern film producers to Hollywood.



YES, MR. FRYE, THE TIGERS CAN CUT YOUR DELIVERY SCHEDULE—EASILY!

So I called in the Flying Tiger representative and arranged for a trial shipment.



THERE GOES OUR FILM, MR. FRYE.

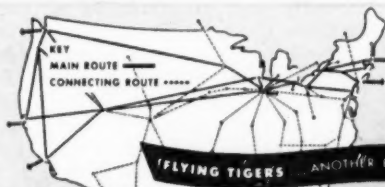
HOLLYWOOD CAN START SHOOTING THURSDAY.

Our trial shipment via the Tigers beat our old schedule by a full working week!



THOSE TIGERS ARE THE TICKET, JACK! LET'S KEEP THAT FILM FLYING AIRFREIGHT FROM NOW ON.

Cross country speed, low rates, and preferred handling have kept us sold solid on the Tigers.



Write for free illustrated folder describing Flying Tigers' unique Advance Manifest System.

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How Do You Know Who's at the Show?

There are two basic ways to check the audience at a trade show: audit of attendance and audience reaction study. No matter which you consider best, you should know how they compare and differ, what their aims are and what is involved.

BY JOHN T. FOSDICK • Research Editor

We are asked frequently: "What is the difference between an audit of attendance and an audience reaction survey?" Are these two operations the same thing under different terminology? Are they competitive or supplementary? Would you ever do both at the same show, or is it a question of selecting one or the other?

Perhaps it is natural that these questions should be directed my way because John T. Fosdick Associates conducted the first audit of a national exposition, has made several private audits and has conducted more than two dozen audience reaction studies.

Let's examine this whole important question, beginning with the objectives of each type of operation.

What is an Audit

What is an audit of attendance? To answer this question let us first ask what an attendance audit is supposed to do, and more importantly, why it has come more and more to the public eye. Proponents of auditing advance several objectives. These include:

1. **Honesty:** To assure more honest reporting and to eliminate or at least make known the small minority of dishonest attendance reports.

2. **Comparison:** Not to challenge the honesty of any show manager's reporting, but to assure that each show manager collects and reports answers to the same questions about his show attendance, thus making it possible to compare attendance reports of various shows and show managers.

3. **Details:** To make available more detailed information about the nature of attendance of any given show,

without necessary emphasis on comparability.

Best way to study these objectives is to review the history of circulation audits of magazines and other printed media. In the beginning, the buyer of advertising space had no idea of what he was getting for his money, and early audits were intended more to set standards and to eliminate, or at least point out, dishonest publishers' statements. As more and more publications were audited, questions of honesty faded into the background, and focus was turned upon more detailed information, plus standardization of information so that reports of many publications could be compared and used as a basis for more scientific selection of media.

While I would be the last to say that every demand upon a specific show manager for an audit was an indirect inference that his attendance figures are dishonest, when you talk with association officials, and others primarily concerned with exhibit practices, the question of honesty and standardization of attendance reporting are most frequently mentioned. It is my opinion that present agitation for trade show attendance auditing is first concerned with the problem of honesty and standardization, and secondly with comparability of attendance figures. (History should repeat itself as in the case of publication audits.) In fact, with only a few audits being made each year, the question of comparability of figures is more or less academic, since there are not enough shows in related fields that publish any detailed, audited figures.

Thus it is safe to say that much of the present concern over auditing is aimed not at the majority of reputable show managers, but at the minority

of show managers who report nothing, or only misleading figures on their attendance. The hope seems to be that honest, outstanding show managers will ask for audits of their shows, and by this example—and by an ever increasing number of independent audits—their less conscientious brothers will be forced into auditing their shows to stay in business—an occurrence that will force them to clean house and stop some of their past practices.

If these assumptions are correct, here is the answer to the question, "What is a show attendance audit?"

1. An audit is an accounting operation. It is a verification of attendance figures prepared by show management. As a first requisite, show management must provide for registration of all visitors so that an analysis may be prepared for auditing. The audit is concerned then with the accuracy of previously compiled attendance figures.

2. Audits are concerned with the entire attendance at a show. If a show has 5,000 visitors, the audit is concerned with these 5,000 individuals. If, however, the show has 50,000 visitors, all 50,000 must be registered and analyzed, increasing the work tenfold.

3. Audits, finally, by their nature are limited to analysis and verification of information that can be secured by a visitor's registration card. This usually is limited to title or position of the visitor, his business, profession or industry, his place of business, and professional status (association membership). To ask for more information you delay registration and to so antagonize show visitors you do more harm than good.

Cooperation

As outlined in the preceding paragraphs, an audit follows preparation of an attendance analysis. Usually the auditing organization, or groups of exhibitors interested in the specific show to be audited, will consult with show management to help plan the registration card so that required information will be available. Such cooperation also assures comparability with attendance analyses and audits of other related shows.

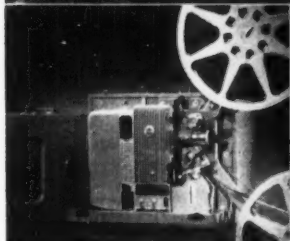
Next step in conducting an audit is not universally agreed upon. This is supervision, control and collection

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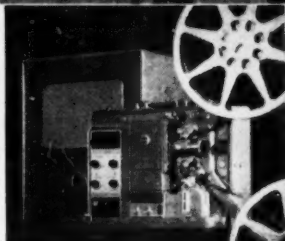
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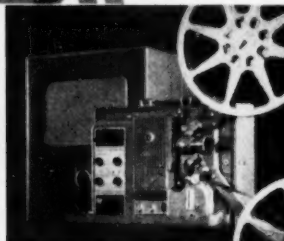
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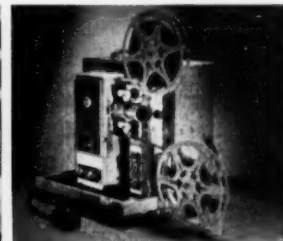
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of registration cards from visitors. Some feel that the first auditing step does not come until after the show has closed, and the original attendance analysis has been prepared. Others feel it is necessary to make provision for collection or some other control of registration cards at the time they are first presented at the door—with possession or control being clearly in the hands of auditors. To evaluate these positions, consider principal objectives of attendance auditing, previously discussed.

If we are now in a pioneering stage

in which one of the principal objectives is elimination or discovery of dishonest attendance reporting practices, we must choose the school that favors policing or control of registration. A simple, if exaggerated example, will make the reason clear:

Imagine a show with an attendance of 15,000 visitors, of which 3,000 were students. Imagine that students were of little or no value to exhibitors, and further that the average exhibitor would want to know the proportion of students attending as it influences his policies with regard to

distributing product literature. With no control over original registration cards, management of this show might well choose to eliminate the 3,000 students, reporting a total attendance of 12,000, all with important business connections. Although show management has in no way inflated its attendance figures, or falsified the number of employed individuals visiting the show, its final attendance figures are none-the-less misleading and can result in exhibitors making decisions they might not make if they had the true picture.

Or, we might have a situation where show management was actually dishonest, and where the 3,000 students were replaced with 3,000 fraudulent registration cards, all with important titles and companies. In the latter case auditors might even have counted attendance at the door, yet there would be no way for the auditors to catch this substitution of cards.

Honesty

If you do not believe that the principal problem is honesty of handling registration cards, of course, then the arguments above are of less importance, and the auditing organization can begin its work weeks or even months after the show, limiting itself to examination of registration cards and attendance analysis supplied by show management.

Many supporters of this point of view state that magazine circulation audits are performed months after receipt of the subscriptions being audited. However, there is one major difference that goes to the heart of the matter. With publication audits, there exists a set of addressed stencils, a circulation tape run from these stencils and a receipted postage bill that determines without argument the count of audience. No such starting point exists with most shows—there is no independent, validated count comparable to the postage receipt. The auditor must then determine *how many* people attended, before he can begin to consider *who* they were.

Obviously, the first advantage of a show audit is that it provides a reliable, acceptable analysis of show attendance, reported by an independent organization outside the influence of show management. The audit covers certain standard categories of information that allow for comparison, not only with other show audits, but with magazine audit statements and other validated media reports. This is most important and valuable if it



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is a true audit that takes into account the differences in auditing show attendance vs. magazine circulation.

Disadvantages

Disadvantages may be summarized as follows:

1. Is the audit a "true" audit, or has it been done by a method that leaves loopholes for the dishonest or unethical? Does the audit assume reliability of registration methods and cards, and merely check arithmetic, or does it provide safeguards against tampering with registration cards?

2. An audit is limited only to the standard data that may be included on a short registration card. There is no opportunity to secure information on buying power, motivation, or impact of the show. This same disadvantage exists with printed media audits, and is not serious as long as it is understood. This additional information can be secured by survey the same as in the case of other media.

3. The attendance audit, since it has no validated starting point such as a postage receipt, indicating total audience, must be concerned in one way or another with all registration cards. Thus, cost is roughly proportional to audience size, and cost of auditing a show of 25,000, or 50,000 or 100,000 rises sharply. This is not true to the same extent with a magazine or newspaper audit.

Reaction Study

An audience reaction study is in no way concerned with actual registration or attendance of the show. It is not concerned with eliminating dishonest reporting, or particularly in curing bad reporting practices. Its objectives are to obtain a statistically representative picture of some of the audience characteristics within predictable limits of error. Information sought includes the personal audience characteristics such as title or position, business or profession, and place of business—just as in an attendance audit. In addition, a reaction study includes among its objectives the securing of additional information of a qualitative rather than a quantitative nature. This covers answers to questions dealing with reasons for attending, frequency of attending, length of time spent at the show, types of equipment or materials in which visitor is interested, and evidences of purchasing activity and influence. Information can also be obtained that helps reveal economic trends of the industry or field covered, particularly with relation to plant expansion programs,

maintenance programs, etc.

An audience reaction study is based upon statistical laws of sampling upon which lie our insurance actuarial tables and many other accepted mathematical relationships. The study is made through personal interviews with a representative sample of show visitors—interviews made during and on the floor of the show or exposition. Interviews number from 100 to 150 at shows of less than 1,000 total attendance to just over 1,000 at very large shows.

Chief disadvantage of an audience

reaction study lies principally in the length of interview and detail of information that can be secured. Interviews must be kept below 10 minutes each. They can, however, always obtain the same type of information as secured by an audit, so this shortcoming is in the degree to which it can go beyond that in the fields of qualitative information.

Principal advantage of a reaction study is that it may be conducted at any show without the prior requirement for attendance registration and analysis. This is a great cost saver.



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And your convention or trade show can be the biggest yet at the home of the world's largest State Fair!

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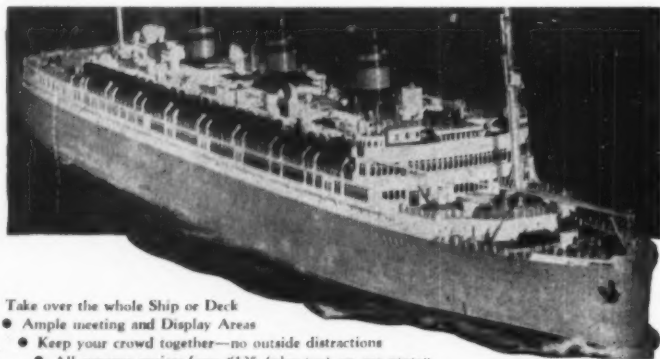
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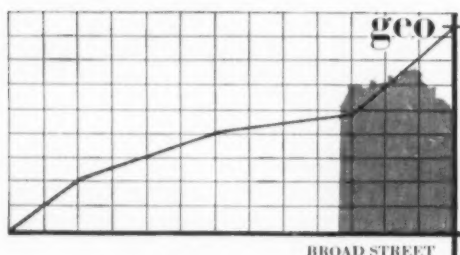
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Meeting rooms are available for groups of any size . . . from 10 to 1000 . . . Out-of-town visitors to your gathering will enjoy the Bellevue's superb accommodations and service.

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Call PE 5-0700.

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THE Bellevue-Stratford

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A second advantage of audience reaction studies is that costs are approximately the same regardless of size of show or total attendance. Cost of a reliable audience reaction study at a five-day show with a total attendance of 50,000 is usually within \$100 or so of the cost of a similar survey at a five-day show with only 5,000 visitors.

Finally, since it is based upon sampling laws rather than analysis of all registrants, there is always the question as to its comparative reliability. Most audience reaction surveys can be conducted so as to have a maximum error no greater than plus or minus 3%—an error that at the moment is smaller than that currently allowed for audits of either shows or printed media.

To Audit or to Survey

Since my organization has performed both audits and surveys, and is continuing to do so, I have tried to point out fairly the objectives, methods, advantages and disadvantages of both. There is no question that show management should provide additional information on audience characteristics, and this is the trend.

Even show managers, who are strongly and publicly opposed to audits, are publishing more and more detailed analyses of their attendance. Both surveys and audits should continue to grow in use and acceptance. They will as long as both those who demand them and those who use them understand just what each attempts to measure, and how validly each plugs the loopholes so that it does report what it purports to measure.

Size Determines Cost

For the smaller show, with attendance of 5,000 or less, the audit may actually be less expensive, for such a show can be audited for around \$500. The large show, with 20,000 to 50,000 attendance will probably find the cost of auditing, when coupled with increased registration costs, to be several times the cost of an audience reaction study, but the reaction study secures answers to more questions.

Final determination of which to use will probably have to depend upon how soon there is full agreement on auditing methods and the prestige and acceptance value of such audit, contrasted with a more detailed, less expensive reaction study by an independent organization of the show manager's own choice.



YOU'RE RIGHT IN THE MIDDLE of this picture when you take on planning chores.

Mr. Meeting Planner, Meet Yourself

If you have ever arranged a meeting, you've lived this tale. Guaranteed not to make you one mite brighter, this is sure to draw a few chuckles as you tread lightly through the multitudinous details that are heaped upon the meeting planner.

BY DAVID M. KING
Copy Chief, Newsweek

Those annual monuments to greater sales, sales meetings, probably usurp more columns of editorial space and exact more cerebation—with attendant clammy sweat—than perhaps any other manifestation of the advertising profession.

All will agree that sales meetings achieve great and lasting good in spite of snide efforts of some gentry to use them as an excuse to get swacked. Many an otherwise nebulous campaign idea has burst forth to full fruition at these gatherings. True, others have merely burst. But there is no denying the benefits to be derived.

However, this monograph definite-

ly is not instructive. It teaches naught about the science of sales sorties. Rather, these words are merely written to generate a flow of personal recollection among readers of their own adventures in convention wet-nursing. But on the other hand, if anything is learned . . . good! So let us set up a mythical sales clambake to bracket all so-called danger spots and "situations to be avoided."

Now, first concern of management usually is where to hold it. Right here, opinion is divided. One school swears by the metropolitan hotel. This plan has much to commend it. The affair is neat and tidy and furthermore has the advantage of button-

ing itself up in one word-packed day.

The other school adopts the theory that since a sales meeting is a gathering of higher gods of space and matter, surroundings must necessarily reflect this lofty station. So a country club is chosen, and the result sometimes is a three-day binge. Our case-study will concern itself with a metropolitan hotel.

Every sales meeting has props. These include every conceivable kind of word-bearing apparatus: slide films, movie reels (with or without sound), easel presentations with collapsible (!) easels, and posters often worthy of a spot on U.S. 6 regarding visibility. There is the mechanized department: play-backs, microphones, cameras, fans, spotlights, and so on. Then there are booklets and brochures. And, inevitably, *the gimmick*—an electrified whatizzit that lights up and stuff.

Always to be allowed for are products of contributing departments whose preparations are made in deepest secrecy. This material quite often arrives late and you will be faced with the problem of where to stack it until used. More of that later.

There will be the man from Texas. He is the salesman who blows in early smelling of heather and bourbon. He embraces all the secretaries, upsets

routine, makes wisecracks about the poor slaves in their shirt-sleeves who are trying to assemble the show . . . and he hauls the big shot over into the corner to discuss some particular dealer who should have an extra car-load. There should be a law to keep these characters off the premises until the meeting is under way.

Two days before the meeting you will have visited and phoned the hotel at least eight times ostensibly with a view toward "getting set." This practice is good for, at the outside, three meals for which recompense is

forthcoming. You have succeeded not only in finding the banquet manager's office with fair ease, but can also remember his name. This will be Louis. By the same token, you can find the meeting room. Somehow these con-claves always seem to convene in an atmosphere of ancient French royalty and Italian marble.

You discuss seating arrangements with the B.M. These are set by powers higher than thee, so don't try any pet ideas. Remember, as you lay down the law, that certain areas definitely are to be "chaired." This is a defense

mechanism against earthquakes when so-and-so finds no seat by the south-west corner of the fireplace. "Sat there for years, dammit—don't see why I should have to change!"

Checking on matters electrical comes next. Chief electrician, summoned by Louis, will stroke his chin dubiously at your list of high-powered props and guess his fuses will take the load. You must make a mental note to see that he ultimately gets some cigars, and then ask him to put a spot up *there*.

Since plans call for a showing of motion pictures, the room must be darkened. This is easy, says the B.M., pointing to the huge drapes flanking the six 14-foot windows. But you discover the pull rope jams two-thirds of the way across, leaving a gash of light. Only solution being safety pins, you take that obligation upon yourself and make another mental note to raid your wife's sewing box.

You repeatedly assure hotel management that your organization's events schedule does *not* call for the use of the piano—that this is a serious business meeting and that there would be no time etc., etc. His face lights up in relief and gratitude, but just to make sure, he checks to see that the piano is thoroughly locked.

There will be one hitch; the meeting room cannot be set in order the night before as Mrs. Addison Barry-Entwhistle is having a reception. Hotel officials assure you, however, that everything will be in place by 9 AM and send up your stuff—they'll store it safely.

M-Day

You must arrive at the hotel quite early in the morning of M-Day. You will find the meeting room echoes with emptiness, huge drapes hang heavy and lifeless, and traces of feminine perfume and fragrance haunt the still air. You sweep the room with your glance picturing the orderly hubbub of—My God! It's due to begin in less than an hour and a half! So you plunge to the basement and promptly get lost.

After questioning six people of varying nationalities and powers of understanding in your search for the "boss," you learn that he is out having breakfast. In case you consider this a reasonable state of affairs, a bit of enlightenment is in order.

There are two outstanding manifestations of genus Homo (Hotel) Sapiens. (1) His mole-like ability to disappear in endless warrens of a hotel's interior, and (2) his apparent-



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CLEVELAND, OHIO

ROBERT P. JOYCE
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SALES MANAGER

ly inexhaustible capacity for food and endless hours spent in consuming it. To put this in simple language, he is never there when you want him, and no one knows where he is.

He starts going to lunch about half past nine and his luncheon period doesn't come to an end until about half past three, at which time, of course, he has to start going to dinner. Result is that no matter which way you turn, some important member of the hotel staff is either at lunch or has completely disappeared beyond the reach of any possible call system. This characteristic is common among chief porters and hotel electricians. A third party also missing when needed is the guy who will "please bring in some ash trays." But to continue.

The "boss" finally hoves into view and says yes, all your stuff is in one place and as soon as his men come on duty will send it up. Relieved, you find your way up to the meeting room to sweat it out.

Electrician?

Suddenly you think of the gimmick that takes 500 watts—the one item you forgot to mention to the chief electrician. So you fling yourself at the hall phone and ask to be connected. "Do we have a chief electrician?" asks the operator. You assure her in your most positive manner that she indeed has.

The banquet manager appears, flawlessly attired, calm, self-possessed, and magically the room takes on a businesslike air. For he is followed by a small army of uniformed footmen who assemble the long table, lay the red plush cloth, place the chairs and storage tables. He even produces a table reading stand and a gigantic wind-tunnel floor fan. (You will have learned that last year people complained about the stuffiness.) And, finally, all your precious sales material—that is, most of it.

Magically things fit into place. The baby spot is up, ready to blind each speaker. The play-back is in its corner and plugged into the right current. The mike works and there is enough cord for it. The gimmick has proved to be no problem whatever; the lines swallow the extra 500 watts without batting an amp. And while you are sorting your precious sales ammunition in order of its appearance, the banquet manager is supervising the arrangement of water glasses and ice-clinking pitchers down the table's middle.

Have you forgotten that the men will want to doodle? Don't give it

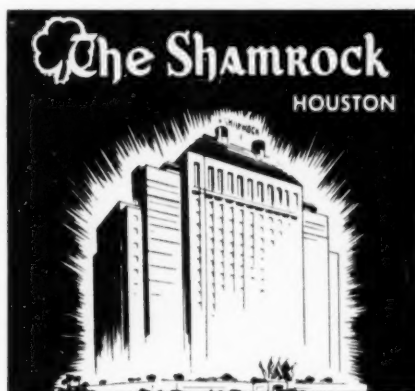
any more thought, chum. The hotel will gladly furnish these, suitably identified, for a slight fee. So you breathe easier. Now, is everything in order? Not quite.

The inevitable first-on-the-scene has arrived—the eager beaver from out of town—and is now casting a critical and hawk-like eye over the array. Don't worry about *him*. You are safe when you say, "Sorry, old man, that's a swell idea, but I'm only following orders from topside." And you don't change a thing.

One last observation and the meet-

ing gets under way. It is suggested that you notice whether Mr. So-and-so *does* take that fireplace chair. He will, of course. But on the outside chance that he won't, don't let it ruin your day.

The meeting will begin with an invocation from the president . . . reflections on the rapid strides that have been taken . . . size of the group compared with early years . . . our cause it is just . . . driving forward with ever-stronger determination into the future . . . and so on. Then the advertising manager or sales manager



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When—not if—your Convention comes to Houston, enjoy the warm hospitality, the unusual convention facilities, the attention to every detail that spells the success of the occasion at The Shamrock.

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SALE BLAZERS offers you a whole lot full of ways to inject enthusiasm into meetings and conventions, to inspire staff interest that turns into greater sales.



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takes over with a short punchy speech, making honeyed references to the one guiding beacon without whose inspired leadership we wouldn't be where we are today.

Somebody upsets a water pitcher. The time is 9:23 AM.

Where's Joe?

At the appropriate time the signal is flashed to Joe Doakes, who has been patiently coached, to turn on the flasher. But Joe isn't sitting where he was supposed to sit, so a substitute is rushed into the breach. He can't find the switch and in searching for it causes the gimmick to totter dangerously. Four men leap up to catch it amid sound of toppling chairs. But everything's all right. The apparatus lights up and all look at the thing briefly and from then on pay no attention to it whatever. The five men sit down triumphantly and breathlessly to listen to the speaker who resumes his talk after a pregnant and pursed-lip silence.

At this point you hear your name called *sotto voce* and trace it to the doorway where four small boys stand laden with the sales material from the tardy departments. You snake this stuff into the room as quietly as possible, hoping it is all there.

Safety pins will do yeoman service. The room will be reasonably dark for the movie, and only a single brilliant shaft of light from one parted curtain will slash across the screen. You can ask someone if it bothers him and he will probably say, "Nah, s'all right."

The movie itself will go off smoothly and expertly, although you might experience some difficulty at first in feeding the plug-in wire for the projector under the table. There never will be an adjacent outlet to simplify matters, and some salesman will have his size twelves planted on the wire. Try to have him move his big feet without drawing attention to yourself. In the middle of the showing, No. 12's will probably kick the plug out and you will scabble on the floor trying to replace it.

The microphone's turn will come, and its first victim will look at it dubiously. You will whisper to him to talk *across* it—not into it. He will

nod his understanding, grasp the shaft with trembling hand and say, right into it, "During the past **TWELVE MO—**" After three bellowing starts he will signal to you to remove the mike. It will be shunned for the rest of the meeting.

There is nothing that you or anybody can do about the gentleman who suddenly decides that he has something of vital import for his buddy from the Milwaukee office who sits across the table and nine chairs down. So he rises quietly, threads his way among his distracted associates, and whispers with piercing intensity the thought that just couldn't wait.

Nor is there anything you can do about the floor fan under which Chilly Bill from Buffalo would have to seat himself. So he pulls the switch cord, not knowing that here is a two-speed affair. Instead of a dying hum, the fan suddenly roars like a B-29 and papers on the table take wing. Amid the hubbub that ensues, Bill jerks the cord. He stops the fan, but his vehemence breaks the cord short, and the multitude swelters in the rising heat of the proceedings.

I Remember . . .

These helpful vignettes could keep on indefinitely. In fact, it might be suggested that some publication set up a new department of educational anecdotes, calling it "I Remember at Our Last Sales Meeting . . ." for dissemination of such worthy material.

But for the time being, let us close with the one inevitable jarring note that always occurs. The meeting is rounding the three-quarter turn; the roster has been fed sumptuously and now sits dozing on the uncomfortable chairs listening to the dronings of the current speaker. The phone rings. And rings. The sound is insistent but muffled—not from distance but from confinement.

Everyone looks around expecting it to be produced and spoken into. But nothing happens. The speaker struggles on . . . falters . . . picks up . . . finally breaks off to plead to the air in general, "Will somebody please answer that damn phone?"

It usually turns out to be a call for you.

Where to Write: Comment on articles—barbs or bravos for ideas and opinions expressed by authors—is welcomed. To tell what you like or dislike, or to offer a few ideas of your own, write: Robert Letwin, Editor, *Sales Meetings*, 1200 Land Title Building, Philadelphia 10, Pa.

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1. When shipped to a trade show, self-contained unit looks like ordinary packing case.



2. Doors swing open to reveal part of display, designed by Ival Construction Corp., Corona, L. I., N. Y. Floor folds down, header up.



3. Unit, ready to house product, has audience participation (left panel) and add-up flasher dramatizing six features (right).



TWENTY-FOOT DISPLAY can divide into two eight-foot exhibits. Show cases and registration tables knock down. Exhibit was built by Functional Display, Inc., New York City.

Most Versatile Display Unit Gains Popularity

Self-contained exhibits don't replace conventional units but offer enough advantages to make them an excellent "extra" for large companies, a good bet for many small ones. Exhibit builders and users reveal merits and shortcomings of units.

Self-contained displays, those ingenious exhibits that zip out of a packing case and are up in minutes, are not the big answer to the exhibitor's prayer. But, these skillfully contrived displays, when appraised of their special values and shortcomings, can do remarkable things for any company's exhibiting program.

First big advantage of a self-contained exhibit is its ease of installation and dismantling. There is universal agreement that reduced cost of installation and dismantling of these displays are their most attractive feature. Often the savings in installation cost pay for the display after several times' use.

"In addition to many time-saving elements that have developed through the use of our new self-contained display," reports Leo H. Weisbard, sales promotion manager, The Weiss & Klau Co., New York City, "there have been substantial savings in labor,

shipping charges and materials. We anticipate that this display will be self-liquidating over a period of two years when used at four or five shows."

Concerning shipping charges — ranked as fourth biggest advantage for self-contained units by the nation's leading display builders—Mr. Weisbard says, "Shipping charges have been reduced by more than half. Formerly we had to make a 4,000-pound exhibit shipment; now it is substantially under 2,000 pounds."

Again stressing the money-saving advantages of these units, W. E. Dent, advertising manager, Webster Electric Co., Racine, Wis., tells of his experience: "First display was used at seven shows and, in the course of those shows, saved more than its entire cost by the elimination of set-up labor."

J. G. Upton, advertising and sales promotion, General Electric's Chemi-



SONOTONE LENDS this easily assembled unit to local offices. Built by Display Guild, Elmhurst, L. I., N. Y.

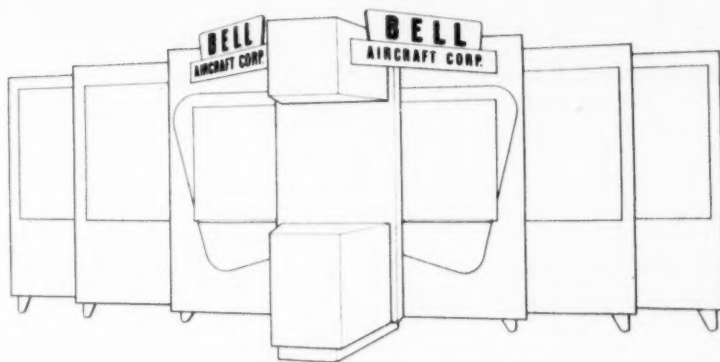


BELL AIRCRAFT CORP. tried this, its first self-contained unit, because it is continually confronted with short notices for exhibits with varying space requirements.

cal Division, lists ease of assembly as the outstanding advantage of self-contained displays for G-E. "This type of unit that merely needs to be unfastened and opened up at the point of display provides ease of assembly, and therefore minimizes problems posed by complicated set-up procedures and inexperienced personnel. It cuts down on exhibit damage, which is best remedied by the return of any given display material to a display builder for repair in the shop."

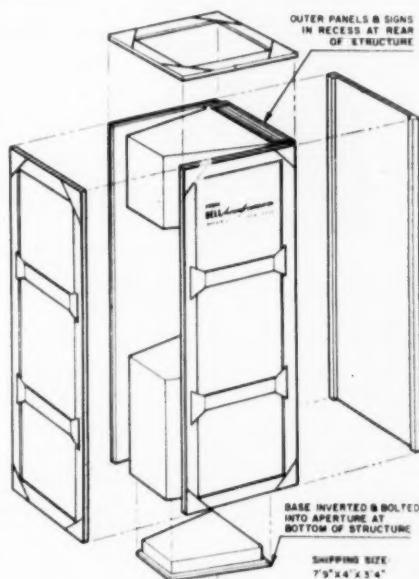
While Mr. Upton lists the reduction of display damage as an advantage of the unit, the contrary is claimed by many display builders and exhibitors. Just under 40% of display builders queried indicate display damage is greater with self-contained displays than with conventional units. However, the majority of display specialists claim less damage for these units. It boils down to basic designing. Compact, well-supported construction makes the difference as to how well a display will take rough handling in transit. Generally, self-contained displays are heavier than conventional exhibits. Extra weight is listed by display builders as the second major disadvantage of the units. They weigh more, generally, because they include more. A conventional display usually breaks down into several shipping containers, but the self-contained unit folds up into one case.

One-case construction is a big advantage, according to many users of the units. G-E finds few problems in display parts being lost in transit "which occurs frequently in displays comprised of many different packing cases." Carrier Corp. finds its main



SKETCH shows expandability of Bell exhibit. Panel wings pull out to fit spaces from 10 to 20 feet. Copy is changed as occasion demands and unit is used for a variety of audiences and types of shows.

DESIGNED by Joseph Kolesnicki, Bell employee, exhibit was built by Hadley Displays, Buffalo, N. Y. All display material packs into single case. Unit is easily set up and dismantled with minimum labor.



advantage is in keeping small pieces together in self-contained displays. "Because all material that goes to

make up the display is attached to the shipping case," points out P. K. Ray, advertising and sales promotion



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Multi-Use Prop

Big plus in owning a self-contained display is its versatility. It is the utility player on your display "team." It can do a dozen jobs that might go undone without it.

1. Loans: Many companies maintain self-contained units to lend to distributors and dealers for show rooms, window displays or local shows.

2. Small shows: Companies expand their schedule of shows without over-extending budgets by utilizing self-contained exhibits. These units keep exhibiting costs to a minimum and allow for more show participation.

3. Reception room: Instead of putting self-contained units in storage between shows, companies are starting to use them in reception rooms and display rooms. They take up little space, require little time to set up and are effective.

4. Employee relations: Newest use of these units is for in-plant education. They become three-dimensional bulletin boards for special messages at little extra cost to the company.

5. Meetings: With changes of copy, self-contained units make excellent props for sales meetings, stockholder meetings and other confabs.

6. Overlapping: When show schedules overlap, self-contained exhibits fill the gap. They prevent missing a good little show that hits close to the dates of a big one.

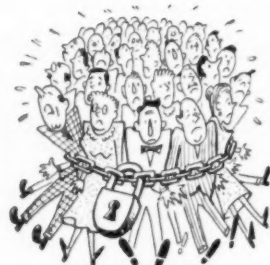
7. Emergencies: Rush calls from dealers, distributors or local offices for exhibits can be handled immediately with self-contained units. Units can be sent without personnel because they are easy to set up with written instructions.

manager, Carrier Corp., "the complete unit comes back to us intact with none of the pieces having been left behind through oversight. Thus, we can ship a self-contained unit from location to location without our in-

spection and feel almost completely assured that it will arrive in good shape for the next showing."

Like many users of self-contained displays, The Pure Oil Co. likes the one-case shipment advantage. "Fold-

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Sure, they're caught and can't get away . . . chains are a very effective way to hold an audience . . . but does that mean that they're listening and getting the message?

A better way to chain an audience is with interest . . . and that's where the Red-I-Vue method of presentation comes in.

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Hartwig started building PACKAGES* back in 1947. They know everything there is to know about self-contained exhibits. Take my advice and call 'em as soon as you can. Don't let another show get you down.

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ers, products and literature of the handout nature can usually be shipped inside displays," points out Oliver Goldsmith, advertising department, Pure Oil. Holland-Rantos Co., Inc., manufacturer, distributor and exporter of medico-surgical specialties, New York City, has its units "designed to allow adequate storage space for literature and samples." It also insists that its displays be constructed so that "damage in transit will not render the exhibit unfit for use."

Both display builders and users caution against designs so intricate that any damage renders the display useless. Because of heavy weight, these units are sometimes dropped. Unless construction is sufficiently reinforced, a display could arrive unusable with rough handling.

While users love the money-saving advantages of self-contained displays, like the ease of set-up and other attributes, display designers have one major gripe with these units: inflexibility in design. Most users recognize this major shortcoming. Bell Aircraft Corp. says, "The only disadvantage is that this type of exhibit confines diversity of presentation within the limits of the original design of the unit."

Like every problem presented to

the display industry, design inflexibility is slowly being licked, too. In the last two years dozens of techniques have been developed to pro-

vide flexibility in presentation, but most of the units produced today are still plagued by the confines of the packing case.

Self-Contained Exhibit in Your Future

If you haven't already added self-contained exhibits to your list of trade show props, chances are good that you will within the next two years. These handy units have grown in popularity in leaps and bounds. One-third of the nation's leading display builders are now devoting at least 25% of their production to these fold-up units.

A self-contained display—is one that unfolds from a shipping case and in which the shipping case is an integral part of the exhibit. More than 20 trade names are registered for variations of the self-contained unit and dozens of basic designs have been developed for them. Most popular seems to be the packing case that stands on end with its doors swung open to reveal the display.

That you are likely to consider a self-contained display in the future is evidenced by belief among top display builders that these units are destined to become more popular. A survey by SALES MEETINGS reveals that 60% of displays builders predict far greater use of these units in the future while 25% indicate that volume will remain at today's high level. Only 15% predict any drop in the use of the units.

Self-contained displays can be rented as well as bought. Rental units have rates that range between one-third to one-sixth of the cost of buying a unit. While most exhibit builders design self-contained units, only 25% have rental units available.

Profit-wise, exhibit builders find self-contained units are neither more nor less profitable to build than conventional displays. Average display house has been producing these units for about five years although self-contained units have been produced on occasion as far back as 1923.

Prices for self-contained units range from a high of 75% more than conventional displays to approximately the same cost as ordinary displays and crates—depending on how elaborately or intricately they are designed.

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Biggest argument against a self-contained display is not leveled against the unit itself but its use by the exhibitor. Many exhibit builders point out that exhibitors try to use a self-contained exhibit where it doesn't belong. A unit designed for 10-foot spaces will not do a job in a 20-foot space no matter how you try to expand it, they say. It still looks like what it is: a 10-foot exhibit with appendages.

A self-contained unit can seldom be used successfully if you have a big story to tell or have many products to show. It seldom works effectively if your sales story varies frequently and drastically — design limitations seldom permit elaborate changes.

Another charge leveled at users of self-contained displays is that they try to put too much into the exhibit. Instead of letting the simple lines of the display focus attention on the product, they clutter up the exhibit until all design, along with impact, is lost. Most self-contained units, of necessity, are designed with simple, easy-flowing lines. Unless the exhibitor respects limitations of the unit, he negates any advantages he might have enjoyed in easy assembly by poor response from show visitors.

Before deciding for or against self-contained exhibits, here is a check list of advantages and disadvantages developed from comments of display experts:

Advantages

1. Installation: You can't beat a self-contained unit for speed in setting up or disassembling. Typical comment on the subject comes from The Weiss & Klau Co.: "With our old type display it was necessary to send two men to the show to unpack and set up our exhibit. When the show was over these two men returned to knock down, pack and re-ship. Now we send one man out to set up packing-case units in a few hours and a salesman in attendance supervises knocking down the exhibit when the show is over."

2. Handling: Clever design of these units require few operations in setting up and knocking down, and less handling of exhibit parts. Because most or all pieces are firmly affixed, parts do not become damaged in setting up and dismantling. There is no problem of how to put the display back into the case because it folds up simply and only one way.

3. Storage: Because the crate is part of the exhibit, you never have to store it at a show. It saves hours of hunting for your crates after a show or waiting for them to be delivered

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to your booth. As soon as a show breaks, you can start to pack immediately with a self-contained unit.

4. Shipping: Many shipping containers are eliminated with a self-contained unit. This means ease in shipping and assures all parts arriving simultaneously. Current designs are reducing weight (a major objection) and turning exhibit weight into an advantage. Remington Rand, Inc., reports it has solved the weight problem. "Ours are lighter in weight—360 pounds shipping weight as against 500 to 700 pounds for most packing-case displays—and the shipping size—6' by 38" by 20"—is more practical than most units. Ours fit into almost any hotel elevator whereas the ordinary, larger units, must be put on top of the elevator or carried upstairs."

Disadvantages

1. Design inflexibility: Display designers list this more frequently than any other disadvantage. Some consider this limitation so important that they prefer not to sell or design self-contained units unless customers specifically request them.

2. Weight: While heavy, bulky shipments were listed by display builders as the second major disadvantage, other designers have overcome this problem and it won't be long before this disadvantage ceases to exist.

3. Expense: A well-designed and constructed self-contained unit costs more than a conventional display. Expensive construction must be used to overcome space limitations and acute balances required in setting up intricate extensions. Part of the expense is represented in specialized hardware and electrical systems.

4. Size limits: Many self-contained units cannot be expanded to take advantage of larger spaces. If a unit is designed for a space larger than 14 feet, its shipping container usually becomes too bulky. To overcome size inflexibility, Mr. Dent, Webster Electric Co., suggests "that future displays will be built of matching units to provide complete flexibility in any booth from eight to approximately 30 feet and to provide the flexibility necessary for serving a widely divergent range of products."

In addition to module units which are being used successfully by some companies, display designers are constantly working on this problem to create two and three-size flexibility in self-contained displays and have produced such units. However, many builders still are not convinced that this problem has been solved satisfactorily at present.

Exhibit Clinic



WHY THEY WIN

Report on NIAA Exhibit Contest

Why are some exhibits so much more successful than others? Answer can be given in two words: *comprehensive planning*.

Winners of National Industrial Advertisers Association Industrial Exhibits Award prove that comprehensive planning makes the difference between excellent and simply mediocre results at a trade show. It's not just a well-designed display, new product introduction or luck. It's a combination of dozens of elements,



FIRST PRIZE in NIAA exhibits contest goes to Ferdinand Sontag, show manager, The Trane Co., La Crosse, Wis. Exhibit was built by General Exhibits & Displays, Chicago.



Second Prize in competition is won by J. C. Freyberg, advertising manager, Panellit, Inc., Chicago. Gardner, Robinson, Stierheim & Weiss, Inc., Pittsburgh, built exhibit.

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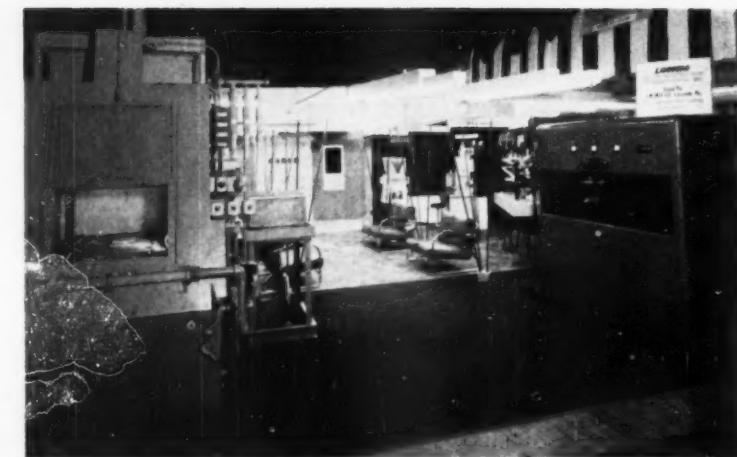
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not the least of which is full support and participation by top management, that makes productive exhibit programs.

First award in NIAA Industrial Exhibits Award went to Ferdinand Sontag, show manager, The Trane Co., La Crosse, Wis. Trane's entry covered its exhibits at the 11th International Air Conditioning Show, Chicago. Its entry should be must reading for every sales, advertising or exhibit manager in the country. It points out how an exhibit can accomplish numerous objectives if you clearly outline them long in advance and have an entire company behind all phases of planning and operation.

One of five major objectives set for Trane's exhibit was to "re-establish the enthusiasm of the 275-man Trane sales force and sell them again on their line." It's not often that a company utilizes an exhibiting opportunity as a stimulant for the sales force. Trane did and it paid off handsomely.

Articles in the salesmen's magazine told of Trane's exhibit and built up enthusiasm in each issue starting three months in advance. Salesmen were sold on the show and urged to bring important customers and prospects to see the Trane exhibit. Salesmen sup-



THIRD PRIZE winner is Quinten Kenny, advertising manager, Lindberg Engineering Co., Chicago. Kitzing Studio and Workshop, Chicago, produced the winning display.

plied names to home office, and letters of invitation, along with tickets, were sent to customers and prospects. When show management couldn't supply enough tickets for salesmen, Trane printed them privately. So strong was the enthusiasm built with salesmen that 13,000 tickets were distributed. They delivered tickets in person.

Trane's sales manager made trips to sales offices to work out plans for using the show to the utmost. It wasn't just another show. Trane made it *the* show and went all out.

A welcoming committee of salesmen was formed so that specific visitors would be properly introduced to the right Trane people. Salesmen filed a list in advance of the show of those that should be accorded special attention and what their specific interests might be.

For three full months prior to the show, postage meter slugs carried an ad for the event. Releases were sent to business papers. Letterheads were imprinted with show advertising. Company's external magazine—35,000 circulation—devoted its January issue completely to the show and its exhibit. All business paper advertising tied in the show.

Company executives, including the president, attended the show and personally conducted special visitors on a tour of the exhibit. As evidence of how top management worked on this exhibit project, a meeting was staged New Year's Day between president, sales manager, advertising manager and display manager to select the best space and get the order in first. Nothing was too much trouble; nothing was left undone.

Did it really pay? Of the 30,000 attendance at the show, the Trane booth attracted 25,000. Some visitors stayed up to four hours in the Trane booth. Salesmen brought in 100 customers before the show actually opened. All during the show they personally escorted customers to the show. Four months' production on one item was sold out at the show. More than 100 jobbers stocked the new product within two months.

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Results

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Planned to dominate, planned to sell, this exhibit held visitors up to 4 hours . . . paid off in actual sales results, with an extra dividend—first prize in the first NIAA Exhibits Awards competition. Designed and built by General Exhibits and Displays.



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Two CenTraVacs, units selling up to \$25,000, were sold as a direct result of the show.

In one week after the show, eight orders for cold generators were placed. (Company estimated sales of seven a month on the new unit based on past experience.) Plans for at least one dozen school jobs for unit ventilators were sold. Sales of self-contained air conditioners were up 1300% over a similar period last year. All refrigeration lines had a 140% increase in sales over a similar period in 1952.

Second place in the Industrial Exhibits Award went to J. C. Freyberg, advertising manager, Panellit, Inc., Chicago. Again comprehensive planning was the key to exhibiting success.

Not only did Panellit list for its display's objectives to market its

products, but included the job of recruiting engineering personnel and training new agents, engineers and other employees.

President and vice-presidents spent a good deal of time in the company's booth. Booth personnel were briefed by sales manager one hour before show opening to insure that each man demonstrated products to best advantage. This was in addition to typed instructions previously distributed.

Panellit, like Trane, didn't just wait for someone to come to its booth. It went out and brought customers in. Panellit had cars available to pick up guests at their hotels and take them to the show.

Panellit took full advantage of show stickers on its correspondence and sent out invitations supplied by show management.

How did Panellit's exhibit pay? It

expanded its representation with new agents acquired at the show; it attracted attention from the trade press; it established the company as a competent engineering organization; it instilled enthusiasm in the sales force that enjoyed demonstrating equipment with aid of the display; it prompted agents to quote on a larger variety of installations because of show experience; it forced company to hire three more people to handle inquiries stimulated.

Quinten Kenny, advertising manager, Lindberg Engineering Co., Chicago, won third-place honors in Industrial Exhibits Award. Through the Lindberg entry in the NIAA contest ran the same comprehensive planning that marked other outstanding entries. As an example, note the advance promotion schedule:

1. Official registration-card invitations mailed to customers and prospects from each of company's 20 district offices.
2. Four-page insert, illustrating new products to be displayed, ran in pre-convention issue of *Metal Progress*.
3. Double spread ran in four national, metal-working publications with total circulation over 100,000.
4. Publicity releases sent to trade publications.
5. Special release prepared for local press.
6. Company's local representative in the convention city telephoned customers in his territory offering to arrange transportation to the show.

Judges for the NIAA Industrial Exhibits Award were: Jerome B. Gray, Gray & Rogers Advertising Agency, Philadelphia; Louis H. Brendel, merchandising director, James Thomas Chirurg Co., New York City; and F. L. Fletcher, industrial sales manager, Alderson & Sessions, Philadelphia. William H. Uffelman, exhibit manager, E. I. du Pont de Nemours & Co., Inc., was chairman, Exhibits Award, and Robert Letwin, editor, *SALES MEETINGS*, was co-chairman and alternate judge.

To critically appraise the 57 entries to the exhibit contest, a point system was devised. Entries were judged on seven specific points with each point carrying its own numerical weight. Highest possible score was 300—total of 100 points each from three judges' score sheets. The Trane Co. scored highest with 260 points.

A review of the winning exhibit programs, and other excellent entries, developed eight specific guides to potential exhibiting:

1. **Objectives:** Spend time developing goals for your exhibit. "Sell" is not in itself a sufficient goal. Con-

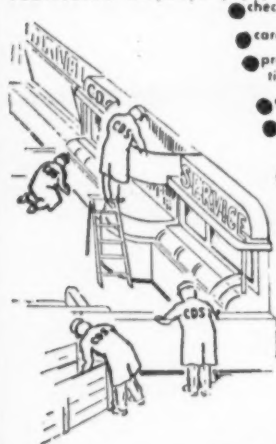
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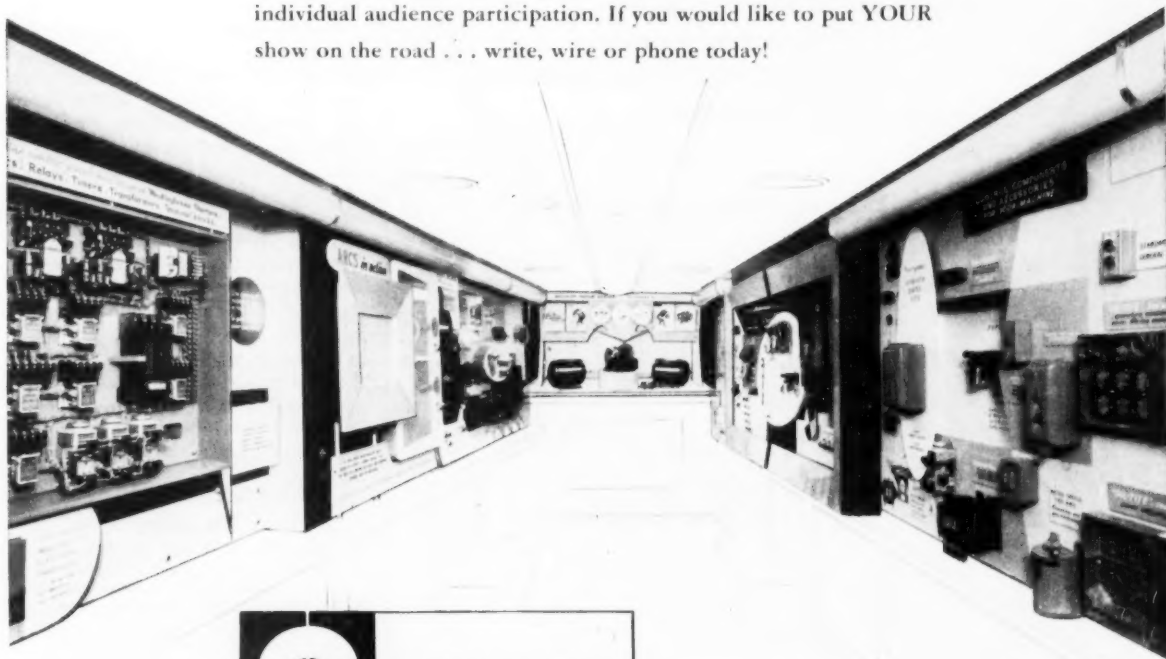




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sider as a goal the position you should like your company to be accepted in your industry. In your objectives, include expanding into related markets, increasing dealerships or, in some way, expanding the company's operations. Put your objectives on paper and make them detailed.

2. Management: Bring top management into the picture early and fully. Show visitors are flattered to meet or at least see your company president in your booth, but it pays to bring in top brass before the show.

3. Promotion: Attendance promo-

tion is certainly a show manager's job, but it's the exhibitor's, too. Show management will attract people; you want to attract special people—your customers and prospects. Don't stint on advance promotion. Sell your sales force on selling the show. Every time you sell the show you sell a potential visitor to your booth—exposure to your product presentation. Tie in your ads with the show. Send out invitations. You can't do too much advance promotion.

4. Personnel: Take pains in selecting the right men. Make sure all

your experts are on hand. Be sure you train your men well in product demonstration. Assign hours and duties in advance. Permit no laxness in booth behavior, no loafing, no bull sessions.

5. Training: Utilize your show as a training site, not for your beginners but for the oldtimers. Put salesmen through the paces in developing demonstration technique. Stage contests or in some way stimulate salesmen to perfect demonstrations.

6. Extras: Let your exhibit pay dividends with the extra services it can render. Let your president and other top brass invite special guests to a tour of the exhibit. It's an ideal way to tell your story to stockholders, potential investors, banks and other financial houses with which you do business.

7. Contacts: Don't be satisfied to give away thousands of pieces of literature and consider that sufficient contact at a show. Make certain salesmen prepare written reports on everyone they talk to at the booth. Let them make out reports on fair as well as good prospects. Sometimes inquiries from apparently unimportant visitors turn out to be big prospects. By insisting salesmen turn in reports on just about everyone, you insure not missing good bets. Why let salesmen make the whole decision on who is or is not a good prospect?

8. Follow-up: This is the pay-off. Follow-ups make the difference in good or bad exhibit results. If reports are scrupulously made at the show, are carefully checked by the sales manager and sent on for checking in the field, you stand your only chance of winning the high stakes. Follow-up letters should go out to everyone who asked a question in your booth or who filled out a request for literature. Follow-up letter should invite further inquiry. It's a good idea to have salesmen deliver requested literature in person if at all practical. It gives them an excuse for a sales call; allows you to know quickly what caliber of individual was attracted to your booth and whether the show paid off for you.

OMISSION

General Exhibits & Displays, Chicago, was omitted in the list of sponsors of \$2,500 in prizes for NIAA Industrial Exhibit Award, which appeared in April 1 issue. Six display producers cooperated in making the cash prizes available. In addition to General Exhibits & Displays, sponsors are: Devorn Displays Corp., Cleveland; Gardner Displays, Pittsburgh; Gardner, Robinson, Stierheim & Weiss, Inc., Pittsburgh; Hadley Displays, Buffalo; and Product Presentation, Inc., Cincinnati.

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In the heart of downtown Dallas



SCHOOL'S IN SESSION and it's a lot of fun at Binswanger price-book parley.

Even a Price Book Can Be Glamorized

What can be duller than a price catalog as a sales meeting subject? Not much. But when you dress it up as Binswanger did with its "College of Product Knowledge," you have a three-day conclave packed with good humor and training.

BY JOE NADLER

*Vice-President in Charge of Sales, Binswanger & Co.**

A price book is not the most inspiring subject around which to build a company's annual sales meeting.

Yet, as many sales managers have found, it can be a very profitable investment in time and effort to go through the price book in some detail with salesmen and discuss it with them—to answer any questions they may have.

At best, such a subject can become somewhat tiresome before it is finished. Salesmen are more or less familiar with the book—some know more about one section, others about another section. Like a bitter-tasting medicine, they may realize it's good for them but they may not be too happy about taking it. So, a big problem is to "sweeten" up the dose to make it more palatable.

With the idea that variety is the

spice of a sales meeting, our company has a distinctly different pattern for its meeting each year. Last year our meeting format was a national political convention, with some leading product lines treated as "candidates" for nomination. (It was a landslide in popularity with salesmen who were "delegates" to the convention).

Selection of the price book as subject for this year's meeting was a "natural." After several years' use, our old price books had become somewhat thumb-smudged and travel-worn. And they were marked up with numerous corrections. We felt that it was time to produce a new, up-to-the-minute price book, which with its clean, fresh appearance would have a good psychological effect on salesmen. We felt that the logical time and place to introduce and give the new book to each salesman would

be at the annual sales meeting.

Among the things we expected to accomplish by going through the price book with the salesmen were:

1. To discuss construction features and sales points of each product, thus adding to salesmen's store of product knowledge. This would also bring to each salesman's attention all of the many products we handle and remind him of ones he might have been overlooking in his daily sales efforts. Most salesmen get in the habit of selling certain "pet" products and neglecting others.

2. To familiarize salesmen with our methods of pricing and give them complete pricing information. This would be especially helpful to the new man.

3. To wrap up all information in such a way that it would give the salesman a mental "packaged deal" on each product, tying in the pricing and detailed product information.

Since our company handles very complete lines of glass and building supplies, you can imagine that our price book is a mighty thick one—in fact, in volumes. We figured it would take at least three days to go through it with salesmen just hitting main points.

Theme

Next came the matter of making that three-day program interesting enough so that salesmen wouldn't be fired out with the new book before they had a chance to use it. As you know, those meeting room chairs can take on the hardness of granite after hours of sitting. This is particularly true for people as active as salesmen.

First, we needed an over-all theme for the meeting, and the one we decided would be most appropriate was: "College of Product Knowledge." Around this theme the whole meeting was developed, with the idea that this was going to be a real, shirt-sleeve learning session at which salesmen would "cram" all they could from the price book.

"School days" flavor was played up in all advance mailings sent to the salesmen to build up their interest in the meeting.

The program for the meeting was prepared in the form of a college newspaper, "Binswanger College News," with a banner-headlined front page story on the meeting, the program itself on the inside and college humor on the back page. Thought behind this was that it would not only create more interest but also might be something salesmen might keep as a souvenir.

In keeping with the theme, the



"TRIP TIPS" *

(TRAVEL INCENTIVE PROGRAM)

Sales reach a new high when you offer travel and all-expense vacation prizes as incentives to your salesmen. "Trip Tips" gives you all the information for arranging and promoting such a program. Send for it!

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New York, or call your local Eastern office.

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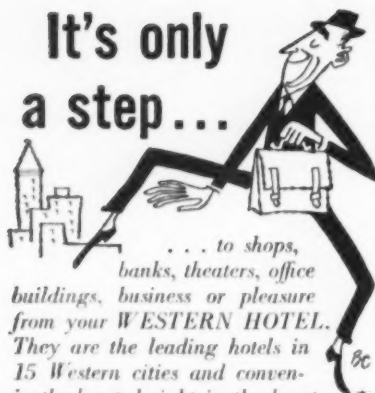
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POCATELLO, Bannock

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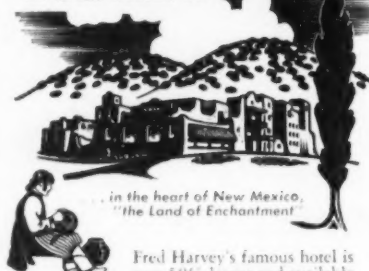
meeting room was set up to resemble
a class room, with men seated at
tables. Decorations carried out this
theme. Along the sides were strung
big "college" pennants of different col-
ors, with names of products lettered
on them, and at the back of the room
were banners with such slogans as:
"Binswanger Products are the Cham-
pions in their Fields!" Above the
stage at the front of the room a huge
streamer carried the meeting theme,
while other signs beneath proclaimed:
"Product Knowledge is Selling Pow-
er" and "Your Selling Key for '53!"
A "welcome" sign at the entrance
to College Hall directed salesmen
from the company's various branches
to "matriculate" as they entered.
When they "signed up" for classes,
they were given a mortar board to
wear, with the college colors on it.

President Sam E. Binswanger and
other "faculty members" who took
part in the opening program all wore
different colored caps and gowns,
adding an authentic college flavor to
the meeting. When classes began—
going through the price book section
by section—salesmen were divided
into panels of four or five. These
panels took turns in leading discus-

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unique hotel

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JUST TAKE A PILL AND BE THE Life of the Party!

NEW AVAILABLE!

YOU can't take it with YOU!

drop in IMM

COLLEGE HUMOR appeared on back page
of "Binswanger College News" to play up
"school days" flavor of meeting sessions.

sions and answering questions. In
this way, salesmen were brought into
direct participation in the program.

Remembering the old proverb about
what all work and no play did to
poor Jack, we worked up a lot of
"college stunts." These were inter-
persed throughout the whole three-
day program to pep up interest and
highlight certain products. We drew
upon a lot of "college talent" to take
part in these stunts. There were com-
edians and models, wearing various
appropriate costumes, including close-
fitting sweaters with the college letter
and short skirts, caps and gowns and
so on. They portrayed in song, dance,
sex appeal and comedy, advantages of
higher selling education that you do
not find in the ordinary college class-
room. Audience participation stunts
brought salesmen right into some of
the acts.

Like most good college courses,
these wound up with examinations.
There was an examination period at
the close of each day's classes, with a
prize given for the best exam paper.
Of course, this stimulated closer at-
tention to the class work and encour-
aged a competitive attitude, one of
the things our company constantly
seeks to promote in many different
ways.

Our advertising agency, Cabell
Eanes, Inc., gave us valuable as-
sistance with the planning, prepara-
tion and staging of the meeting, as
it has with our other meetings in re-
cent years.

It is our conviction that devoting
this meeting to our price book was
most profitable and that results, sales-
wise, will be felt for a long time.



BADGE THAT TALKS: A three-inch record can be made as a novel meeting badge with play-at-home message added.

How Do Your Meetings Sound?

Sound-effects recordings are inexpensive and yet do much to dramatize speeches and entire meetings. Over 500 different sounds and special music are on records for parleys.

Based on an interview with
THOMAS J. VALENTINO
President, Thomas J. Valentino, Inc.*

The average meeting *sounds* awful . . . talk, talk, talk . . . and most speakers are as dramatic as a blob of yogurt.

To produce drama and impact, visual aids have been added to meetings. This makes meetings a two-sensory medium—ears and eyes. But, what about the first—ears? How much are you doing about the *sound* of your conclaves?

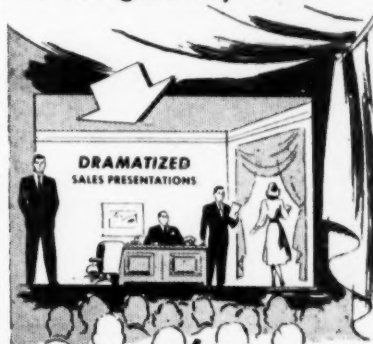
It's amazing how many meetings never consider sound as an important element. Of course, meeting planners are careful to arrange sessions in quiet rooms, but why so quiet?

*New York City

What most parleys need is more sound—not more or louder speaking, not more noise, but *dramatic* sound. Dramatic sound is so simple, so inexpensive to use, it should be a prime tool of every meeting planner.

First in your bag of tricks in the sound department is mood music. Radio has been using the technique for years. Hollywood and television use it all the time. What makes you get goose pimples and cling to your chair as the villain approaches the door? It's mood music. Mood music can create suspense, stimulate enthusiasm, punctuate a speaker's delivery, and can move an audience. It does

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Why don't you take advantage of the scope of specialized services we offer. Let us serve you in order that you may better serve your organization.

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on radio, on TV and in movies. Why not at your meeting?

Mood music is ideal as background to a speech. It helps to set a pace for a speaker or entire program. It's the gilt frame on a picture.

Second item in your meeting sound department is the fanfare. You can get as many as a half dozen fanfares on one record. One virtue of fanfares is that you can't over-do it at a meeting. They lend emphasis, create interest and stir imagination.

Special sound effects complete your sound department. You can't beat good sound effects for developing a

situation in the minds of your audience. No matter what situation you should want to create, there are sound effects to help you.

Is your company's promotion program really taking off? Why not add the sound of an airplane take-off. You can even select the type of take-off that fits best: Boeing bomber, five planes or tri-motor.

Is there something missing in sales presentations? A recording of a twin-engine plane with one engine misfiring is available. Your sales can zoom, you say, and an aircraft zoom can accompany your statement.

Is a situation alarming? What kind of alarm would you like to sound: bells, burglar alarm, bugle calls, siren?

While mood music and sound effects lift a speech or meeting from the dull monotony that many settle into, they are especially good for your skits. What an amateur production lacks in talent, sound effects can cover. Use a few good sound effects and the audience is willing to forgive poor acting.

There's no end to the effects you can have. One two-dollar record can have two to almost a dozen effects on it. Few, if any, of the sounds you might think of can't be found already recorded. From telephone sounds to machine fire, from crashing trees to baby cries, from rocket ships to elephant herds, every sound you might use is available on inexpensive records.

Records can be used for more than sound effects. Small, three-inch records have been used as convention badges. Delegates write their names on the label and have a permanent memento of the meeting. (A recorded message on the three-inch disc gives you post-meeting impact.)

If, after checking a list of some 110 sound-effects records with over 500 separate effects, you can't find just the one you want, you can have it recorded especially for you. Important to one meeting was the sound of an old-fashioned toilet, flushing. It wasn't in the sound-effects catalog but a recording was made for it—although it required days of search to locate one and record the sound.

Now that your imagination is stirred toward use of sound at your meeting, here are three tips:

1. Use sparingly: You can over-do sound effects with little effort. Don't try to have every door creak and shoe squeak reproduced. It is better to have three important sound effects than two dozen. Just because sound-effects records are inexpensive, don't go overboard.

2. Try fanfares: For a psychological lift, use fanfares. It is good for audience and speaker. It puts more fire into a speaker's opening words. It's complimentary to the man at the podium. Use fanfares often.

3. No tunes: Be careful in your selection of music. Good mood music does not have recognizable tunes. If you play popular or familiar music, you invite your audience to listen to the music instead of the talk or skit. Mood music should be neutral—tuneless without a tune.

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Whether you are holding a national, regional or district convention, a sales meeting or any other type of group get-together, you can't pick a better meeting place than one of these big Great Lakes Cruise ships—the S.S. North American or the S.S. South American. Available on special charter for groups of 100 to 500 during May, June and September. Smaller groups carried during July and August. Write TODAY for special literature and start NOW to plan your most successful convention.

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GOAL WAS 25,000 VISITORS, 30% MORE SPACE SALES. Promotion drew 36,292 visitors, helped sell 50% more exhibit space.

What Goes into the Promotion of a Successful Industrial Exposition?

There's no easy road to exposition promotion. It requires a clear definition of purpose and many activities to make that purpose known to potential exhibitors and visitors. Here's how the Tool Engineers Show topped all its goals.

BY HARRY E. CONRAD

Executive Secretary, American Society of Tool Engineers

What makes an industrial exposition a success?

Exhibitor approval; visitor approval.

How do you obtain these needed approvals? Promotion will do it providing that promotion is both

sound and effective.

It takes promotion that starts months, even years, ahead of actual exposition dates. Promotion of the type that wins recognition for its honesty, effectiveness and public-relations quality.

This spring, in Washington, D. C., American Public Relations Association awarded a certificate for "excellence in promotion" to American Society of Tool Engineers for its 1952 exposition. This marked the first time a national technical society had ever been honored in this manner.

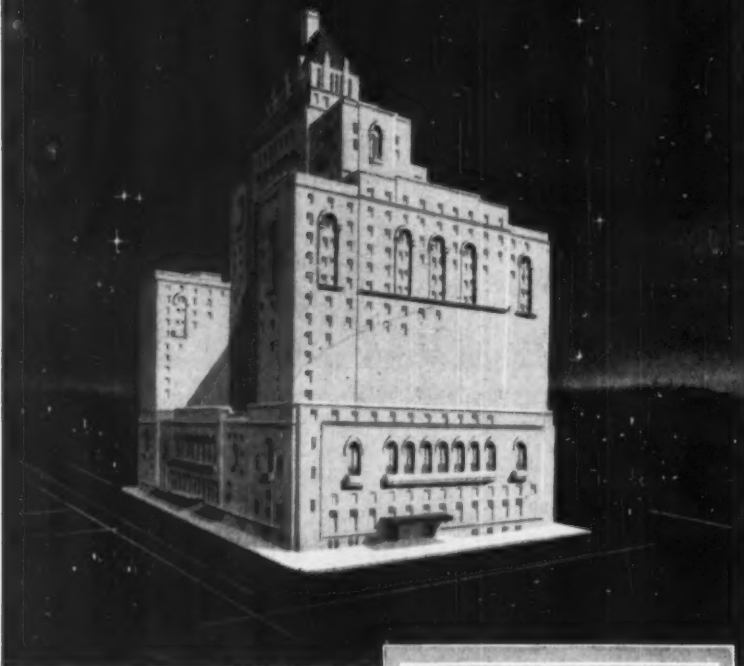
Three fundamental points were the basis of the efforts that resulted in the society's most successful exposition and the rare award. They were:

1. A specific purpose for the exposition.
2. Making that purpose clear to everyone who could benefit by exhibiting.
3. Making that purpose clear to everyone who could benefit by attending.

Any promotion departing from those three fundamentals misses its target. Consequently any promotion stressing and adhering to those fun-

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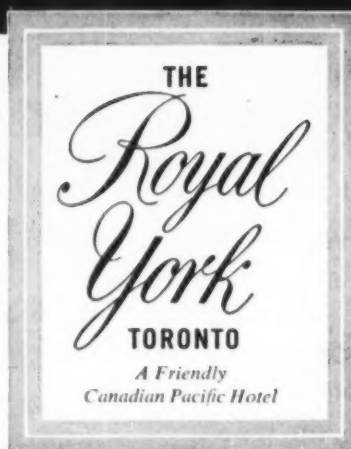


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Convention Manager handles all details! Write Royal York, Toronto, or Canadian Pacific, 581 Fifth Avenue, New York 17, N. Y.; 80 Boylston St., Boston 16, Mass.; 39 South LaSalle St., Chicago 3, Ill.; Convention Traffic Manager, Room 801, 1117 St. Catherine St. West, Montreal, Québec.



damentals hits the bullseye. These same fundamentals are to be followed again in promotion of the 1954 ASTE exposition scheduled for Philadelphia in April.

Specific purpose of ASTE expositions is the advancement of tool engineering knowledge with exhibits that are of educational value and show the exhibited industrial equipment or processes to best advantage.

That the shows have had a remarkable impact on building sales for exhibitors does not in the least alter the basic "educational" approach since the people being "educated" are identical, actually, with the potential buyers of the equipment exhibited.

At the 1952 show, according to a survey made by John T. Fosdick Associates, New York City, more than 24,000 of the 36,292 registered visitors actually bought industrial equipment or processes or recommended purchases as a result of attending the exposition. The same fact is proof of the visitor approval given the exposition.

What were the objectives of the promotion? What were the results?

OBJECTIVES

1. To increase exhibition space sold by 30% over the 1950 exposition.
2. To boost registration from 18,000 in 1950 to 25,000 in 1952.
3. To achieve increased recognition for ASTE through its annual meeting and exposition.

RESULTS

1. The increase totaled 50% and all available exhibit space was sold three months before exposition opened.
2. Actual registration totaled 36,292—more than 11,000 over goal and double 1950 total.
3. The Society achieved a recognition and respect far beyond that anticipated.

From the case histories of the 1952 ASTE exposition promotion, can be gleaned the steps necessary to secure such exhibitor and visitor approval.

Complete responsibility for promotion of the 1952 ASTE exposition was given to Denham and Co., Detroit, industrial public relations counsel and advertising agency.

Exhibitors at previous ASTE expositions were given the opportunity to make priority space requests ahead of the official announcement of the 1952 exposition. They, as well as other potential exhibitors, later were advised of the plant modernization plans current in U. S. industry, in a booklet that summarizes findings of an ASTE survey, made under Denham supervision and planning, on

Promotion Volume for 1952 ASTE Industrial Exposition

1. 114 separate publicity stories written and reproduced.
2. 28,500 copies of publicity stories mailed.
3. 225,000 stickers for exhibitors to use on their own letterheads.
4. 20,000 booklets presenting exposition facts on three surveys.
5. 593,500 badge labels produced and mailed.
6. 232 special "home town" stories for technical session speakers.
7. 35,000 copies of ASTE annual report.
8. 20,000 copies of 504-page exposition guide.
9. 6,000 exhibit space application forms.
10. 35,000 carry-all envelopes.
11. 6,000 exposition regulation booklets.
12. 6,000 floor plans for prospective exhibitors.
13. 35,000 panel discussion question forms.
14. 35,000 hotel reservation application forms.
15. 20,000 membership booklets.
16. 500 kits containing floor plans, space applications, exposition regulations, hotel reservation forms distributed abroad by U.S. Department of Commerce.
17. 6,500 names of top executive and administrative personnel in metal-working industry compiled for special mailing list.

plant modernization plans. The same survey had clearly disclosed the tool engineers to be the most single important group of executives in regard to the specifying and purchase of new equipment or processes.

Findings of another independent survey—made by J. M. Rathmell, Wharton School of Finance, University of Pennsylvania, on sales completed as a result of the 1950 show—were the topic of a second booklet sent to prospective exhibitors. This survey disclosed that three out of four 1950 exposition visitors bought something as a result of attending the exposition.

First indication of exhibitor interest was evidenced when more than 200 priority space requests were received by the Society before the 1952 exposition was officially announced.

With official announcement of the exposition in mid-1951, exhibit space demands resulted in an early sell-out. This enabled the promotion program to be changed in slant. Originally it had been planned to advertise extensively in an effort to reach potential exhibitors, but when this became unnecessary, scheduled advertisements were changed to appeal to potential show visitors.

Exhibitor approval, of course, was not achieved by simply selling out exhibit space. Full achievement depended on creating interest in attending in the top executive and tool engineering segments of industry.

In order to assure top quality industry representation and to give exhibitors more time to talk to people who mean sales, ASTE industrial

expositions admit visitors by invitation only.

These invitations were distributed by the Society membership and by exhibitors prior to the exposition week in Chicago. They were produced in a form that makes it easy for one section of the invitation to be used for the registration badge at the exposition. Badges for members of the trade press were ready and waiting for them at the exposition press room.

Visitor approval was needed to insure success. How was this obtained?

Essentially what was needed was an understanding of the specific purpose of the exposition. You need to create interest in attending the exposition—the visitor must know ahead of time in what way he is going to benefit by attending.

Indicative of visitor approval of the 1952 ASTE exposition is this statement from the Fosdick survey summary:

"From this writer's personal observation of the visitors, they were about the 'busiest' ever seen. Just about everyone was very intent in seeing everything possible and demonstrated a real business-like interest. There didn't seem to be the usual number of 'literature-grabbers.'"

The fact that more than 68% of the visitors made or recommended purchases as a result of their attendance is convincing proof of the exposition's "visitor approval."

How do you get top executives and engineers interested in taking time from their myriad duties to attend an industrial exposition? By use of direct mail, trade publication adver-

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tising and trade paper stories, as well as a host of other promotional efforts, interest in attending the exposition is created.

Realizing the effectiveness of direct mail is dependent on reaching the people for whom it is intended, Denham & Co. compiled a special list of more than 6,500 top management and administrative executives in the metal-working industry. After compilation, the list was again checked for possible errors. It was found to be over 99% correct.

For executives on this list a special direct mail piece was developed and produced. Accompanying the special piece was a personal note, produced on his business card, from the ASTE national president.

It is interesting to note this from the Fosdick survey: The largest single group in attendance at the exposition was from the top management and administrative executives' group. Second largest was from the engineers.

Theme of the exposition—"Tooling for Security"—was stressed in all advertising and publicity after its announcement in December, 1951.

ASTE made a survey of its members to determine the current needs of U. S. industry with regard to machine tools, cutting tools, machine controls, inspection equipment and materials handling equipment. Using the facts disclosed by this survey, it was possible to write a series of trade and news publication stories for release from January 8, 1952 to February 19.

Months ahead of exposition time, correspondence and personal conferences with publishers of leading trade magazines were started concerning special ASTE show issues. Publishers and editors were kept up to date on signing of exhibitors, exposition plans, program plans and changes, and show publicity. As a result of this intensive promotion work far ahead of the exposition week, 14 leading trade publications published special ASTE show issues. Numerous other publications published special show sections.

Visitor approval was only half achieved by having more than 36,000 register at the exposition. Next step in gaining visitor approval is to help them get the most value out of the time they have available for attending the exposition.

Concentrated attention to this problem resulted in the development and production of what is believed to be the most complete exposition guide ever given visitors at any industrial exposition. It was so com-

plete that today, more than a year after the exposition, reports continue to come to ASTE of top management and administrative executives who keep the guide on their desks as a handy purchase reference for industrial machinery and processes.

What made this 504-page pocket size guide so valuable? Its 54-page cross index, listing exhibitors alphabetically by products and by booth number. Each exhibitor also had a separate page with a list of products and personnel in attendance at the exposition. Space was provided for the making of notes by the visitor in connection with each exhibit.

With the exposition guide, the visitor received a large carry-all envelope that had the floor plan of International Amphitheatre

Related Exhibits

In connection with simultaneous technical sessions of the ASTE annual meeting, lists of the exhibits that related to the topics of the session were distributed at each session. Thus interest created by discussion of an industrial problem or process was immediately translated into a desire to see related exhibits.

Personal contact was established with the Chicago newspapers, wire services, radio and TV stations. Recognizing the inherent disinterest of these media in industrial expositions, Denham representatives approached them with news-worthy items only.

On the day before the exposition opened, two Denham representatives visited every exhibit. A Polaroid Land camera was used to make pictures of news-worthy exhibits. Next morning these pictures were personally shown to newspaper editors and radio and TV program directors. In their own offices in a matter of minutes these editors and directors were able to see for themselves what they wanted covered at the exposition.

Special radio and TV programs resulted. Every issue of Chicago newspapers carried at least one photo or story, and often more, on the exposition.

Concentration on three fundamentals—specific purpose, clarifying it to exhibitors, clarifying it to visitors—resulted in achieving increased recognition and respect sought for the Society. Membership bounded upwards after the exposition.

Exhibitor approval; visitor approval.

Win them and you have a successful industrial exposition.



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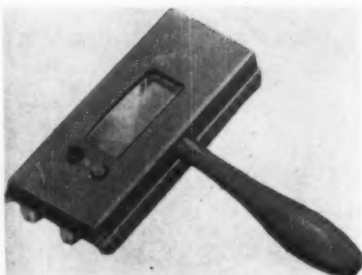
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Portable Recorder: If you want to get reactions to your exhibit from visitors at a trade show without writing down comments in long hand or being encumbered by heavy recording equipment, Ectro, Inc. has placed a completely portable tape recorder on the market. It is equipped for recording, playback, erase, monitoring and battery recharging and is all housed in one unit.

The push-button microphone can be used for recording, playback and

to start and stop the unit, eliminating the need of the operator carrying extra equipment. He can roam about freely and alone, needing no one else to help carry or set up equipment.

The tape is of a conventional type and size, and may be played back over almost all makes of tape recorders. The battery can be recharged directly from the Cub Corder accessory charger by connecting it directly from the recorder into an automobile cigarette lighter outlet. A monitor jack socket outlet enables headphones to be used for playback purposes or for listening as one records to determine correct volume setting.



Write-on-it Tape: Instead of giving away matches at your exhibit, you can now give away tape, pre-cut to convenient label size, on which you can write with any blunt point. The labels are placed in a "matchbook" cover. You can write on the tape-labels and, when removed from a backing sheet, they will adhere to any smooth, dry surface.

Writing is not on the surface of the tape, but actually appears beneath a transparent outer layer of tough plastic. This outer layer protects the writing against smudging, grease, dirt and most liquids.

Pressure of the writing instrument alone brings out words. Writing stands out in a dark color against white and high visibility in dim light or against dull backgrounds is obtained by narrow border bands in strong colors.

The front of the "matchbook" cover can be used for your company's identifying trademark, emblem or message.



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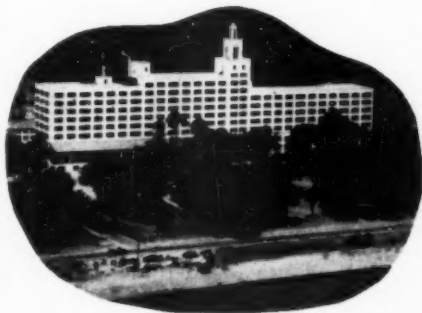
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SOUTH CAROLINA	
HOTEL WADE HAMPTON..... Columbia	HOTEL JEAN LAFITTE..... Galveston
	CORONADO COURTS..... Galveston
	MIRAMAR COURT..... Galveston
	HOTEL PLAZA..... Laredo
	HOTEL LUBBOCK..... Lubbock
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APPROACH WITH CAUTION. Congressmen can make or break a meeting.

Want a Congressman To Speak at Your Meeting?

Before going on the trail to capture one of 435 Representatives or 96 Senators for your conclave, make sure you're calling on the right man. Some are out to get headlines that won't sit well with your group. Most like to be paid.

With eyes of the entire world on Washington, it is not strange that program planners turn to our nation's capital when they start lining up a list of speakers. And with 435 Representatives and 96 Senators making up Congress, all of whom won their places—partly, at any rate—by oral persuasion, one would think that Capitol Hill would make a fine hunting ground for association executives in search of a name.

Before you go on the trail, make up your mind what you want. Are you interested in getting somebody to grab headlines with a rip-snorting speech at your opening meeting, somebody to give an inspirational talk at your closing banquet, somebody to tackle an industry problem on a panel discussion, or a man who can sit down with a working committee? All of them are in Congress, but few men can fill all roles. It is fine to have the name of a Congressman on your program, but it isn't enough. It must be the right man in the right job.

If you want a notable, but not necessarily pertinent speech, then get

the man with such a reputation, regardless of his specific field of interest. Such a man has a stock of good speeches, and he has a knack of creating a new title, or telling a good anecdote to tie his standard speech to your group. He is the kind most likely to get you headlines, but you must be careful. He may be using you for a springboard onto the front pages, and the headlines may turn out to be the kind you'd rather not have tied up with you.

It is a little harder to find a good solid speaker who can add some meat to your program. But if you do, it will be a notable contribution to your association and your industry. This type of speaker is not usually the one that gets the headlines, so he may not be too well known to the general public. It may take a little digging to uncover him, but it's worth it. He is the man who has made himself an expert. He will be active on a committee, but rarely will have achieved a chairmanship. In his field, he is tops, and can be a stimulating factor in any serious session. To find him,

read the proceedings of the hearings of committees close to your industry, or follow the debate on key bills. Better yet, talk to anybody who has kept a close eye on the Hill, like the Washington correspondents of your trade papers. Ability is respected and recognized on the Hill, even by bitter opponents. This is the type of speaker that men like Harold O. Smith, Jr., U.S. Wholesale Grocers Association, goes after when he is lining up a schedule of speakers, rather than the better known headline-grabbers.

Now that you've defined the spot and have picked a man whom you'd like to see in it, go after him. This can be done through mutual friends, but that isn't necessary. A simple letter of request, provided it has all the necessary information, will get results. Tell him where and when you are meeting, purpose of the meeting and what role you would like him to play. Unless he knows you well, tell him about your association and its membership. How many people will attend to hear him and who they are.

There is no central speaker's bureau through which you can approach Congressmen or get one assigned to you. During election campaigns, political parties set up bureaus and do fill requests, but they must be related to the election, and few associations care to be accused of political activity that directly. Some Congressmen make all arrangements through an agent or a lecture bureau. If that is true of the man you have selected, don't worry about it. He will let you know right away.

Fee Is Troublesome

The matter of a fee is always a troublesome one, but it is better to have it clearly understood before things develop too far. Most Congressmen expect to get paid for speaking, so you had better be prepared. Since bargaining is unpleasant, and also a threat to mutual good will, most association executives, as well as most Congressmen, would rather not bargain about fee. You know your budget better than the Congressman, so why don't you tell him in your request what you have set aside as a speaker's fee. If it isn't enough, he will tell you, and you have the option of increasing your allotment or getting another speaker. In either case, it isn't conducive to hard feelings.

Fees vary widely. Some of the factors are: importance of speaker, importance of audience or occasion, purpose of meeting, and amount of po-

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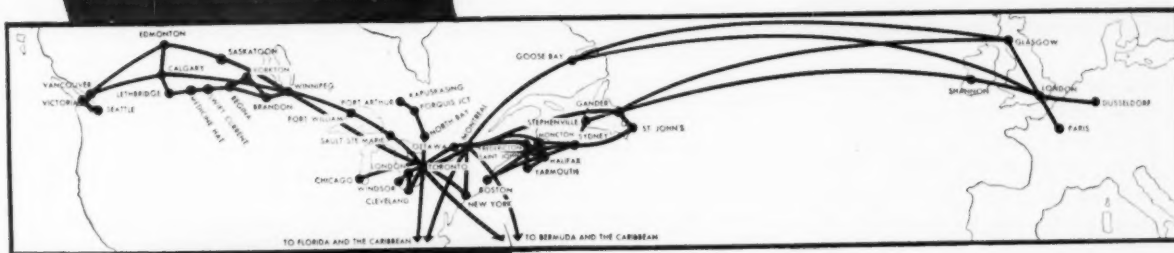
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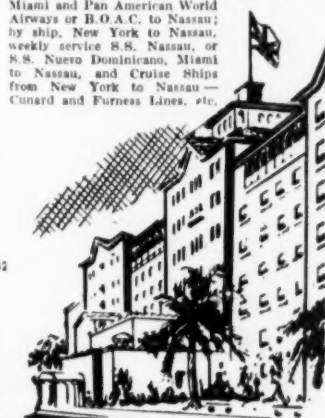
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litical hay to be made. If your Congressman feels that his appearance at your meeting will do him good, he may reduce his fee correspondingly. Thus good radio or television coverage of his speech might be a factor. This is one of the reasons why a Congressman will be somewhat more anxious to speak if the audience contains a large number of his constituents. His anxiety may be reflected in a lower fee.

Inviting a Congressman from the area in which you are meeting has another advantage. Many association officials have been concerned over last-minute cancellations of speaking dates, and some have felt that such cancellations have hurt badly. P. L. Baldwin, National Association of Mutual Insurance Agents, for example, has said that his association has sworn off inviting Congressmen, having been disappointed too often.

Disappointing as such cancellations are, they are unfortunately one of the hazards of inviting Congressmen. Their first job is in Congress, and speaking engagements must come second. The late Senator Vandenberg, for example, would almost never accept a speaking date during a Senate session. He felt it wasn't fair to his constituents to absent himself from the floor. The only exceptions he made were for causes in which he believed, never for personal gain. While there may be few with such a rigid sense of duty, nevertheless pressure exists to keep Congressmen in Washington. In this session, with close division between parties, pressure will be especially great. Few members of either party will wish to be away during any of the crucial votes—and there will be many of them. Pressure both from their constituents and their party leaders will be tight, and will continue as long as the majority is so small. As a result of this, few Congressmen will accept engagements that might force them

to miss a roll-call. In practice, that limits them to places that can be reached between Friday evening and Monday noon.

Air travel can, of course, cover a good deal of the country in this period. However, if you rely on a tight schedule by air, you must always consider the possibility that either Washington or your meeting city will be closed down to air traffic.

Possibility of a cancellation is always present, even if it is never mentioned. It is something you must hazard if you wish to book a Congressman. There are suspicions among some association officials that sometimes pressing business on the Hill makes an excuse too glib. To minimize this, William W. Marsh, National Association of Independent Tire Dealers, always tries to get a man who will have many constituents in the audience. He informs the speaker—purely as a matter of information, of course—of this fact. No Congressman likes to disappoint a constituent, and under these circumstances, cancellations may be less likely.

Having taken the risk and invited a Congressman, handle him like any other prominent guest of your association. It is a good idea to remind him of the engagement a couple of weeks before the meeting, to offer your services in obtaining hotel rooms if needed, and to ask him if he would like to attend some of the other functions of the convention. A member of the committee should be assigned to meet him, and to take care of his needs as they arise.

Relations with Congress can always stand improving, no matter which administration is in the majority. With proper handling, a guest speaker from Washington can give your members a better insight into what is happening on the Hill, and give him a better understanding of your problems and interests.

350 FEET OF PRIVATE BEACH!

Color Brochure on request

Hotel **Algiers**

26th and Collins
Miami Beach

HOTEL OF THE YEAR!

Unions Promote Their Labels With a Trade Show

AFL puts on a giant exposition to merchandise union labels. As exhibitors, unions learn a lot: Shows pay on a dollar and cents basis; unless exhibits have demonstration they get no crowd; show visitors are genuinely interested in products.

BY RAYMOND F. LEHENY
Director, AFL Union Label Industries Exposition

Perhaps it's unusual for a labor man to be writing in a businessman's magazine, but we of AFL have a bit of information to offer:

We know it is profitable, on a hard dollars and cents basis, for industry to do its merchandising and advertising in a trade exposition.

We know that not because AFL union label trades and service department stages each year what is at least one of the country's largest trade shows—AFL Union Label Industries Show—but because I've gone around to find out whether exhibitors were getting their money's worth.

One company that manufactures stoves in a subsidiary and retails them, found that sales were up 260% during our recent show in Minneapolis, Minn.

A hosiery manufacturer and wholesaler reached customers, on a friendly, face-to-face basis, at a cost of 1 3/4 cents per prospective customer.

A world-wide soap and detergent company, that ordinarily has to reach its customers through dealers, got directly to consumers by putting 20,000 samples in their hands.

And American Federation of Labor, that merchandises at such shows one of the most intangible subjects—unionism—knows that it got its message home to 400,100 persons during an eight-day exposition. That adds up to an outstanding achievement in industrial public relations.

American Federation of Labor wouldn't care to be in the position, of course, of telling businessmen how to spend their promotional or advertising dollars, but we've learned some things the hard way and are willing to pass the information along.

AFL can ring doorbells from one side of the country to the other—

we've got machinery to do it. AFL buys radio and television time—and intends to continue buying it. We buy newspaper space, and it's worth the money.

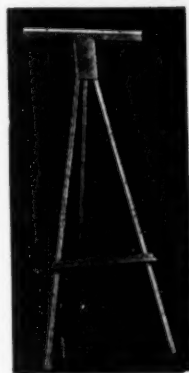
But, in none of those media have we gotten the dollar mileage for AFL and for our exhibitors that we have during the annual Union Label Industries Expositions.

Don't take my word for it, but take the word of exhibitors.

I went to the Kenmore stove display, during the Minneapolis show. Kenmore stoves are made by Newark Stove Co., a subsidiary of Sears-Roebuck Co., which retails the stoves. Man in charge was James E. Null, a factory representative from Newark. He said the company started to display at AFL shows with a few booths. At this show they had seven.

The place was jumping with action, and that's an important thing I would like to elaborate upon later. There was a home economist telling how to cook your porkchops, or whatever it is that home economists do. They had what purported to be an assembly line for the production of stoves, manned by five persons from AFL Stove Mounters International Union. They didn't do much except maybe add wires here or there or perhaps put on or take off a stove panel, but it was action. They had animated signs announcing that, for the first time, they had electric stoves with instant heat. They were giving away an electrical stove, on a drawing. They presented, to persons massed around the booths, some kitchen spoons and roses. They started out with 50,000 tickets on which persons had to write their names and addresses to get a chance at that stove. At the time I checked

The Perfect Easels For Group Meetings



DUAL PURPOSE
PORTABLE
EASEL—D 314

All aluminum. For turn-over charts or cardboard charts of almost any size at 4 different heights. Folds small for storage or carrying.

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That's the verdict of many outstanding concerns (foods, feeds, industrial, beverages, insurance, etc.) who have noted they are "tops" for Good Will building at conventions, sales meetings, product promotion, anniversaries, salesman identification, merchandise shows, etc. . . . "Adver-Ties" are Smart and Individual. Ambassadors tell your "best" advertising story in a refined and subtle manner. . . .

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"Adver-Ties" are NOT stock ties, but made individual to requirements—designed with illustration of product, trade mark, or slogan. . . . "Adver-Ties" are produced under exclusive patent, made of highest quality material and hand-tailored by "tie experts" with 32 years experience. QUANTITY LOTS SUPPLIED at nominal cost. . . . State needs and enclose samples of your adv. matter. . . . Details and prices will be promptly sent. . . . ALSO REGULAR TIES—large assortment. Ties individually packaged and labeled.

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If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson. Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- **UNEXCELLED LOCATION** —in the heart of the resort, convenient to railroad and bus terminal.
- **BANQUET ROOM** — seating 1230 persons.
- **SEPARATE MEETING ROOMS** accommodating 35 to 350 persons.
- **EXHIBIT SPACE** of over 13,000 square feet.
- **SOUNDPROOF, AIR-CONDITIONED auditorium.**
- **468 COMFORTABLE ROOMS** in the Jefferson and its sister hotels.
- **EXPERIENCED STAFF** to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.



Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

them they had just about 1,000 tickets left.

The company didn't have one thing to sell in those seven booths. But, at the end of the exposition, the Minneapolis Sears manager said his stove sales were up 260%. That wasn't an accident. People looked things over and went out and bought.

It seemed too good to be true so I wandered over to another set of booths and listened for a while. It was the Lever Brothers Co. display. They were giving away those hotel-size bars of Lux soap. People were so jammed around the two booths

that three attendants couldn't have reached all prospects if they had had four arms each but, at that time, they had managed to give away 20,000 bars of soap.

I listened to questions of women at counters. They wanted to know the difference between soaps and detergents. They asked if detergents had been developed especially for hardwater areas (and I had to find out later, from George Weiler, Lever Brothers' community relations manager, that they had been).

Attendants, including members of AFL International Chemical Workers Union who took their turns in the booths, asked housewives questions. Did women prefer soap or detergents? Were they using a Lever Brothers product? If women already were Lever Brothers customers, attendants said the product was a good one. If not, attendants suggested that, at the next purchase, perhaps the woman would like to try the new Rinso detergent, just being introduced into the Minneapolis area. A lot of women I heard said they would.

It seemed apparent, after listening for a time, that here were hundreds of good prospective customers asking intelligent questions and getting proper answers.

I thought perhaps I had been over-exposed to the well-conducted operations of national manufacturers and retailers, so I decided to check with a local manufacturer.

Down in the basement of Minneapolis Auditorium, in two booths in the center of a row, I found Strutwear, Inc., a Minneapolis company that manufactures hosiery, blouses, lingerie and other women's undergarments—each bearing the union label.

Here was a local company that never had been in an AFL show before. The company had one booth, and adjoining it was a booth of American Federation of Hosiery Workers, AFL. Strutwear had far from the best position in the exposition hall, but the display was clogging the aisles. Want to know why?

It had a machine that stretched in and out, flexing the top of a Strutwear stocking, and I found out that it took 20 to 25 thousand movements of that machine to wear out the hose. That was a traffic-stopper for women.

Girls were modeling slips, hosiery and other articles, and male traffic stopped for that. Another machine with an abrasive action simulated wear on toe and heel, which caught attention of all persons not otherwise interested.

And they had four drawings of gift hosiery or men's socks a day!

A Complete OCEAN RESORT CITY only 45 MINUTES FROM BROADWAY

You have never really known true hospitality until you have met at Long Beach. Whether you stage a small sales meeting or king-size convention, you'll find every facility you need offered with a spirit of friendly cooperation.

- 30 modern hotels
- Accommodations for 10,000
- Complete recreation facilities
- Beautiful beach and boardwalk
- Easy to reach by plane, train, bus or car

FASTEST GROWING CONVENTION CITY IN THE EAST

For further information—contact

CONVENTION BUREAU
Long Beach Chamber of
Commerce

Long Beach, Long Island, N. Y.



Not relying on an animated audience-participation game alone, the Shell booth at the Power Show had lovely model, Jence Lowry, on hand as an added attraction.

MODELS for Conventions and Trade Shows

MODELS
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There was no question that at Strutwear booths, giveaways were the greatest attraction. Visual props were next in the attention-getters, and models came third. But the fact remains that Strutwear, in a comparatively poor hall position, was getting just about 20,000 persons a day to stop and fill out tickets for drawings.

Figuring in cost of space, giveaways, model fees and other paid persons in booths, exhibiting companies reached prospective customers of their union-made products at a cost of about 1¼ cents per customer. Can you do better?

That company stands to draw added dividends in the future as indicated by comments from women passing the booths: Where could they purchase that merchandise? Did the stores that handle the merchandise have a full line of women's wear? Did the union guarantee quality of merchandise?

It proved again to me that people who attend these shows are serious; they are in a buying mood; and they offer maximum opportunity for a good merchandising job.

Let's check one more booth, just to be sure the exhibitor is getting dollars and cents mileage for his outlay. There is Crosley Division, Avco Manufacturing Corp., producing and merchandising such things as Sheldor refrigerators, electric kitchens, farm and home freezers, electric ranges, television sets, dish washers and many other things.

One section of the display is devoted to a model kitchen, with all electrical equipment, steel cabinets on the wall, and so forth. Women walking past turn a searching eye at the display, but they keep on walking.

In the other section of the display, people are flocked around, clogging aisles, watching. Crosley has rigged up a huge wall display that flips over, every 10 or 15 seconds. One side shows the old-fashioned kitchen, with outmoded equipment all out of position for kitchen efficiency. The other is the modern kitchen, carefully engineered. It stopped traffic, and housewives were taking careful note, and asking for literature being passed out.

But would they buy? During the show a year ago in Boston, Crosley

dealers sold six complete kitchens in transactions that could be traced directly to the exposition. And a complete kitchen is no small item. How many other individual appliances were sold as a result of merchandising done at the show would be impossible to estimate, of course, but Crosley is happy with "eye and ear" impressions it makes on prospective customers at the show.

Crosley display brings up a point that should be considered by any company now in a trade show or consid-

**SOMETHING NEW
has been added!**

Now available at group rates... one of the world's fabulous resort-estates offering Miami Beach's finest convention facilities... conveniently located... magnificent pool and cabana colony... meeting and dining rooms for 25 to 500 persons... air conditioned... American or European Plan.

Write
Direct

SEA ISLE

ON THE OCEAN AT 30th STREET
MIAMI BEACH



● **YOU DID** a grand job at the Cotillion Ball in Chicago and we want to thank you for your splendid services—Mr. George D. Fairleigh, Treasurer, National Association of Insurance Agents.

● **THE ENTERTAINMENT** program and music at Murray Bay were "out of this world," the scenery, timing, and performance were perfect—Mr. C. R. Walgreen, Jr., Walgreen Drug Stores.

● **EVERYONE** has told me of their enjoyment of your show. Thank you for a fine public relations job—Mr. T. Morgan Williams, The Home Insurance Company.

● **I WANT** you to know that it was due a great deal to your untiring efforts that the National Association of Chain Drug Stores Convention was such a huge success—Mr. E. R. Albright, President.

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Few national meetings are too large for our facilities... certainly none is too small for careful and considerate attention.

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BADGES**

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Write for catalog,
samples, and prices,
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quantities desired.

**PARISIAN
NOVELTY COMPANY**
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Animation Important

AFL Meat Cutters and Butcher Workmen's Union once had an outstanding display of meat in show-cases but it wasn't a great drawing card until workmen cut up beef into steaks and roasts, up on platforms where people could watch them at work.

The union label people took the manufacturer out for lunch. A meet-

In Minneapolis, another labor dispute was settled in almost identical fashion.

Great Opportunity

While we are doing that long-pull job, we take heart in the fact our show is doing a merchandising job for the companies helping us by putting the union label on their products.

Host to the Nation

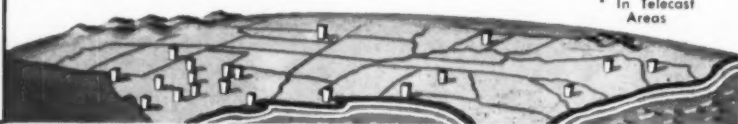
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Convenient and Safe — write the
NATIONAL HOTEL COMPANY
P. O. Box 59, Galveston, Texas

* In Telecast Areas



Visuals Clinic

New audio-visual techniques and products
to aid convention and meeting planners

While there is merit in using visual aids that show the same copy as the text in a speech to create emphasis, another approach has been made successfully. This technique is "wordless illustration."

Such a method was used recently by William T. Cleveland, Rice & Miller Co., Bangor, Me., when he addressed a group of hardware jobbers. His topic, "Problems Facing Jobbers Who Plan to Move," was based on material gathered from jobbers across the country. It was a vital topic to the audience and was made more interesting by injecting wordless illustration.

Instead of the audience reading words on a screen or chart before a speaker can say them—which induces the audience not to listen to the speaker—wordless illustrations prompt the audience to outguess the speaker—to try to mentally predict what he is going to say.

First chart used by Mr. Cleveland showed an aerial view of a town with a thin line departing from the center of town, in an ever-widening circular movement until it reached beyond town limits. There, a silhouette of a jobber's plant was pasted into posi-

tion. It meshed with the speaker's question, "How far from the center of town do you want to set your plant?" The color chart helped focus audience attention on the problem; it helped visualize the problem by stimulating mental pictures of individual home-town situations.

Second abstract chart dealt with building structure: a single story or multi-storied building. Here again, the illustration showed a single-story structure at the bottom of the page but, above it and separated by air space, a large cube representing the upper stories of the building was pasted into place. Natural question automatically fell into place: "How tall do you want your building?"

Next illustration called attention to workability of space. Keynote was a square foot. This square was laid in perspective, with two drums placed on the rim of each side. One would cover the square perfectly, the other would show lost space. This was linked to the question, "Will you get maximum use from your floor space?"

These graphic illustrations were kept simple in presentation, absolutely wordless and sometimes juvenile in design, such as the illustration of a

Did your last
meeting have



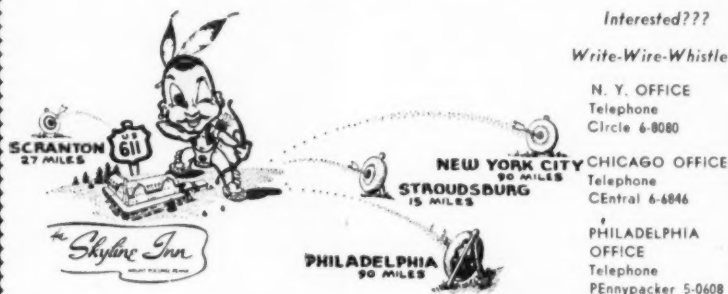
Hiccups that is. And just what are "Meeting Hiccups"? Well, they're all of those potentially annoying technical details that can interrupt your communicational flow like a hiccup interrupts conversational smoothness. They "come up" in the best planned meetings.

For instance, having a projector lamp burn out without a spare being available, or not having a chart with type large enough for your audience to read, or maybe a simple little thing like not providing ash trays for your men.

Essentially they're caused by the meeting leader trying to remember *everything*—every last detail. Let Florez Incorporated make your job easier by sending you a quick cure for this meeting malady—"The Florez Meeting Leader's Handbook." Here is a complete check-list procedure for *every* meeting. Included are recommendations for meeting planning, film presentations, and check-lists for *all* media. Free? Naturally! Mail coupon below for quick, return mail reply.

PLANNING A POW WOW?

All chiefs—no Indians—at The Skyline Inn. Every guest is Heap Big Chief to our experienced staff. You'll find friendly, old-fashioned graciousness a part of your meeting at SKYLINE . . . and you'll find the modern efficient meeting needs, too: movie projector, P.A. system, pitch and putt golf course, outside sports facilities, AND, only heated swimming pool in the Poconos. You'll like the rates, too . . . American plan.



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Revolution IN
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Compare your present projector
—does it give you these TSI
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Complete Self-Operating Unit

—No reels of film to thread—no screen to set up—no sound speaker to engage—all of these features are combined together in the attractive one-unit case.

"Flick" It's On—Just plug into any 115 volt electrical outlet, AC or DC, and with a "flick" of its switch the TSI Projector is on and running.

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TSI Projectors are available in 5 compact models priced to fit your program.

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TSI Offers Nationwide Service—Over 100 TSI service centers are located throughout the U.S., Canada and Mexico.

Write today for illustrated brochures featuring TSI Suitcase Projectors.

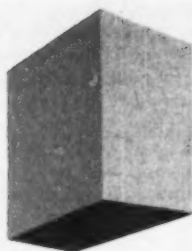
TSI is the pioneer designer and builder of suitcase projectors.



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Custom Mfrs. of Electronic and/or Mechanical Equipment



ABSTRACT DESIGNS: Top, problem relates to distance new plant should be from center city. Bottom, how many stories should it have?

steam engine at a loading platform. It added a light touch to a heavy subject and gave relief to other weighty topics that followed the session. Only thing the speaker had to ask when coming to this illustration was the question of railroad siding advantages.

The series left the audience in a fresh state of mind because it permitted each jobber to think for himself and inject his own background into illustrations. In the case of drums on the square foot, one paint jobber could imagine the drums as paint cans; a roofing supply jobber might picture them as drums of roofing cement—until each one saw his own products in wordless charts.

This experiment in abstract design to illustrate a talk was on flip-over charts. Same technique could be adapted to colored slides with similar effect. It should work best where problems are discussed or ideas are presented rather than enumerated facts.

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YOUR
SALES MEETINGS**

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SALES PERSONNEL PLAY ROLES of participants in a meeting of an imaginary company. Incidents portrayed are ridiculous, but they all are based on actual experience. Note salesman, seated far right, with bit of feminine finery dangling from his pocket.

Care and Feeding Of Sales Meetings

The Heil Co. is out to cure "salesmeetophobia"—fear of sales meetings. Its farcical drama has brought laughter to many sales executives' clubs while its speakers offer 75 years of company experience on how to plan meetings.

BY JOHN BARCLAY
General Sales Manager, The Heil Co.

When your company has staged an accumulative total of some 75 years of sales meetings, as we have at The Heil Co., you develop some strong conclusions. One thing we know for sure: a poor meeting can have a worse effect upon a sales force than none at all.

Analyzing our experience with meetings, we evolved many "do's" and "don'ts" that might prove of value to others. These tips and hints on meeting procedures were produced as a program for the Milwaukee Sales Manager's Association quarterly Round Table Discussion recently.

To keep interest high and to put over points with more impact, we abandoned the usual Round-Table-Discussion methods and present our ideas in humorous skits contrasted

with serious talks. Both skits and speeches are limited to five minutes each. With a total of four skits and four talks plus a short introduction and summary, we find our program easily fits the 60 minutes allotted to us.

Since the tenor of our skits is farcical we give the whole presentation a facetious title: "The Care and Feeding of Sales Meetings." Skits are concerned with a mythical manufacturer of drying equipment, "The Windy Dryer Co." A typically poor annual sales meeting of this firm forms the background for each skit.

Skit members were cast and individual sales managers assigned speech topics.

Dialogs and serious talks were written individually by the partici-

pating members. To coordinate the entire program, Walter Haise, a Milwaukee advertising consultant, was retained to assemble the individual manuscripts into one coherent master script. He also took over direction and responsibility of rehearsals.

Four main topics were chosen as typical of problems encountered by the average company sales meeting: Planned Programs, Short Specifics, Visual Aids and Audience Participation. In every case we try to show the worst examples we can in skit form for each subject, and then present a good, specific five-minute talk on the "right way." Our audience, we feel, has greater interest in the "educational" part of the program if it is first entertained to a degree by the preceding skit.

Starting the program, I introduce panel members and present the problems The Heil Co. has faced with sales meetings in the past.

Because of the diversification of our line we have found that our most successful meetings have been those where we stuck to general selling and merchandising subjects. The product information—with all its detail—must be fed to field men day after day throughout the entire year.

To illustrate how we contrast humor with sound meeting ideas, here are some excerpts from our skits and talks. We open with a skit showing I. M. Windy, president and founder of our mythical company, welcoming his salesmen to the meeting. His sales people enter in a very lackadaisical manner—show complete indifference as he begins to speak:

I. M. Windy: My dear employees, I suppose you all know that I founded this company in 1898. We had total assets of \$109.50 in five dollar gold backs . . . 20 tons of the gooyest, smelliest chicken manure in the county, a few bushels of coal, and the determination to build the dryingest chicken manure dryer in the country. (*As founder drones on "Time Passes" in form of prop man carrying large cardboard clock.*) You know, when I was a boy on the farm . . . one of the jobs was to haul these droppings out of the henhouse. We noticed that droppings on the henhouse floor, which were subject to the sunlight, didn't stick to our bare feet as much as the other and we decided to do something about it. (*Prop man breathlessly runs in to announce phone call for General Sales Manager I. M. Windy, Jr.*)

GSM: I can't answer phones today!
Prop Man: You'd better answer this one, boss! It's Fertile Farms on

the wire—our best customer! Their Windy Dryer is running in reverse! They've already lost the henhouse and can't find the foreman!

While this excerpt may sound a bit heavy out of context, it has met with resounding laughter each time we've given the program. In his serious talk on the same subject, George Pryor, sales manager, Heil Bottle Washer Division, expounds on "Planned Programs—With the Sitter in Mind!" Here is an extract from his speech:

"A salesman to be worth his salt wants to know how to build sales, make more money, increase his business. Therefore, platitudes about what he should *be* and boring sessions on what he should *know* (even though necessary once in a while) should be subordinated to what he should *do*. Plan your meeting well. Two months of planning and a few minutes of speech writing will produce a red hot meeting. But, a few minutes of planning and two months of speech writing are a round trip ticket to a sure fire flop! Have your plan built around a theme . . . keep on the track and avoid repetitive situations. Set up your plan—work

it—finish it—without digression or delay."

The conscientious speaker who quoted every available figure down to the last decimal is satirized in the skit featuring C. De Pyle, "dehydrated sales manager." A quote from his speech shows the paralyzing turn a talk can take when it becomes too involved with facts and figures.

C. De Pyle: There are 588 million broilers and 342 million layers in the U. S. A broiler is from nine to 14 weeks old. Its average manure drop weighs $\frac{7}{8}$ ounce, and it produces 13 drops per day. That's $11\frac{3}{4}$ ounces per broiler per day. Multiplied by 588,000,000 broilers, that amounts to 418,031,250 pounds of manure per day for broilers alone! (*Salesmen in audience grow bored—resort to newspapers*). Layers are about four months old. They have a drop of 1.1 ounces and produce an average of 16 drops per day. That's 17.6 ounces per day times 342,000,000 layers or a total of 6,019,222,000 ounces or 376,200,000 pounds daily. Adding broiler and layer production, we get a total of 14,307,700,000 ounces or 894,231,250 pounds of chicken manure

a day!

Again, in contrast to glaring faults shown in the skit, we have a five-minute speech explaining proper "Short Specifics—with a Practical Application." W. A. "Mike" Carlson, Heil Body and Hoist sales manager, tells the correct method of giving out information at a sales meeting.

"So often our product information is either too technical or too general. Long-winded technical explanations are over our salesmen's heads. They don't have a chance to grasp the fundamental product advantages, characteristics, and applications. We sometimes lack knowledge of the simple, elementary educational processes necessary to get a subject over to our audience. We must remember to present information concisely, compellingly, enthusiastically, and in a usable, understandable form. Remember, sales meetings must have enough impact to start paying off the morning after the meeting. If it does not pay off then it never will!"

Art Copy, advertising manager, Windy Dryer Co., heads up the next skit with a veritable potpourri of visual aids that are certainly visual but hardly an aid. Most of this skit



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THE MAYO
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is concerned with highly active props rather than dialog and has to be seen to be appreciated. Among the various mishaps that befall poor old Art Copy are an easel that collapses with a touch of his pointer; a model of a Windy Dryer that divides into sections only with great trouble; a projection screen that rips and tears; and as a resounding climax a dummy slide projector, when plugged in, that screeches and whistles, and finally blows up with a tremendous noise and clouds of greasy black smoke! Effect of this last prop has caused many a member of our audiences to wince apprehensively. It's a real attention getter.

George Hochstein, Heil sales manager, Automatic Heating Division, presents some excellent points for making full use of modern visual aid material.

"Great strides have been made in the use of visual aids since their value was well measured from 1942 to 1945 by our armed services. Techniques introduced then are universally used now. Broad use is made of charts, blackboard, chalk-talks, slides, movies, and even television. Here are some points to remember to get the most out of your visual aids: Be sure you have a message; use color; keep

things moving by using personal material depicting people in your audience; make sure your visual aids are relevant; and be sure equipment is in good working order and that the operator knows how to use it. Visual aids will spark your program—if you use visual aids that work."

Fourth, and last, subject division of our presentation deals with correct audience participation at a sales meeting. This time the skit part features Charlie Crankshaft, The Windy Dryer Co. engineer who becomes excruciatingly involved with a large blueprint showing a new "input shroud" and two new lockwashers designed to replace existing lag screws.

While struggling with his blueprint the engineer notes that: "This change will have to be put off for some time. Through an error on the part of our purchasing department we have in stock 14,562 of the lag screws we now use, and management insists that we use these up before we go to the new type washer. There are only 14 of these used per unit, and we have enough of the lag screws on hand for over 1,000 jobs. Since we make only 200 units per year, it may be a while before this important engineering change can be

made. I understand that it's been customary in the past to open questions at these meetings from the floor. I can't see where any good would come out of such a procedure, but to keep in line with the custom established in the past, I'll listen to any questions you men might have."

Henry Henroost (A salesman):
We're having a lot of trouble with Finnegan pins falling out in Georgia.

I. M. Windy, Jr.: We don't have trouble in Minnesota . . . Of course, everything is in better shape there. Especially the fishing!

Henry Henroost: You guys in Minnesota don't know what real fishing is . . .

Barnyard Sweep (A salesman):
Rocky Mountain trout fishing is the only fishing that counts!

(Meeting breaks up as Crankshaft and members of group engage in a full-fledged free-for-all.)

A safe and sane approach to "Audience Participation—With Control" is outlined in the speech by Paul Miller, Heil Road Machinery sales manager.

"Audience participation . . . must be well organized and planned in advance. It isn't simply . . . a question and answer period at the end of

MEET

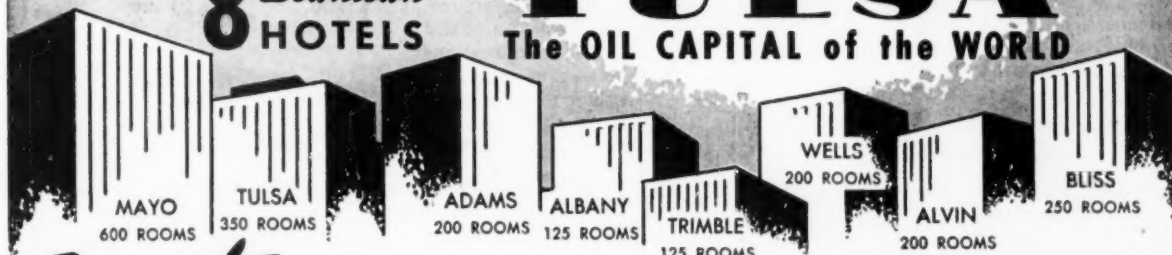
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SPEAKING OF SALES MEETINGS

PROBLEM

Firestone Tire and Rubber Co. had a problem. It had to reach its nationwide dealer organizations—**BUT IN A HURRY!**

—Two dramatic motion pictures, totaling eight reels, had to be made ready for its Spring Dealer Meetings—**AND THE SPRING DEALER MEETINGS WERE EIGHT WEEKS AWAY!**

SOLUTION

We were called in—conferences and the preparation of two shooting scripts took the first two weeks—the casting of actors, set construction and the selection of location sites used up the third week—actual production started five weeks before the answer print deadline—in those five weeks both films were shot—edited—scored—mixed—approved, and 63 prints of each picture delivered to Firestone Spring Dealer Meetings across the country.

RESULT

We're proud of that accomplishment but prouder yet of the tributes paid it. Here's what

Firestone wrote us: *"a phenomenal job"—"most enthusiastic Spring Dealer Meetings in company history"* **"NOT ENOUGH TIME"** and **"YOU CAN DO IT TOO"** are the two finest pictures Firestone has ever made."

We're grateful to Firestone for its confidence—We hope we may be able to merit yours.

Owen Murphy Productions Inc.
723 SEVENTH AVENUE • NEW YORK 19, N. Y. • PLAZA 7-8144
TELEPHONES: MOTION PICTURES FOR INDUSTRY AND TELEVISION

a sales presentation. At The Heil Co. the most successful sessions have been . . . when we used a panel type of discussion group and assigned specific subjects for an open forum. Each salesman gave this a lot of thought and felt he was in part responsible for the success of the meeting.

"Another device is to call a meeting a 'discussion group.' By careful use of questions . . . the audience can be drawn into the discussion for participation. A question and answer session with the use of a question box will also bring good audience participation. There is no simple formula to insure properly controlled audience participation. One thing is certain—plan your next sales meeting for your own special problems and personnel in the sales field—then utilize audience participation . . . with control."

Tying up the program during the final minutes, I summarize: "Last year at Heil we decided to try a new idea—to make our sales meeting *live* through the entire year. We felt that we could use the sales meeting as a sounding board for sales ideas from both the Milwaukee office and the field. We felt that it could best serve its purpose as an interchange of thought. Then, from the ideas broached at the meeting, we could evolve a set of objectives to serve as guide posts for our sales activities at home and in the field. We would then have goals to achieve for the whole year.

"At regular intervals throughout the year, field men received a copy of one of the talks made during the meeting. A letter . . . from the person originally giving the talk called attention to major points to be considered. By this constant repetition of ideas generated at the meeting, we feel that we have made a material improvement in the selling techniques of our field organization."

All through the skirts many things occur to keep the audience laughing. Salesmen troop in late, they greet each other noisily and interrupt the speaker, one comes in inebriated, "girlie" telescope pictures are passed around, several men fall asleep, one becomes entangled in a chair—to name but a few bits of "business."

In each case not only were our audiences entertained and (to some degree) educated, but they learned something about the products and scope of The Heil Co. While it isn't always necessary to present a glittering production, we have learned that it pays to put your sales staff on the road for limited "one nighter" appearances.

55

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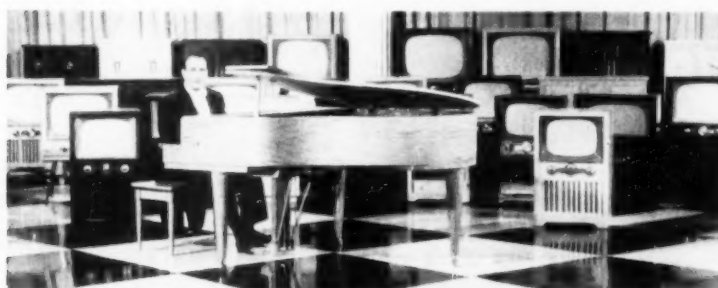
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ONE WAY to achieve greater repetition with less boredom is through a panel. Willie Shore, Henny Youngman, Jan Carroll and Ish Kabibble participate in Admiral film.



VICTOR BORGE composed an original musical score during the course of a Crosley film. Here, during the finale, he is supported by the entire line of 1954 Crosley TV sets.

What's Doing with Visuals

A rundown on visual aids now being used for sales meetings by a half dozen companies. While 3-D is here, there's plenty new and different that can be done with conventional films.

BY FRED NILES
Vice-President, Kling Studios, Inc.

There is no such thing as "too small" or "too large" a budget when it comes to conducting an effective sales meeting.

Whatever your method of approach, the meeting must captivate audience attention, excite people and win them. Progressive organizations accomplish spirited sales meetings with new and effective methods of instruction that entertain and motivate action. In a highly competitive market it is the "different" and the "startling" that is most remembered.

Creative men and women well versed in related fields of education and entertainment are the "experts" in this new sales method.

A TV manufacturer's sales meeting had as its objective the showing of a new line of sets. There had to be something "new and different" as a filmed presentation to climax the completed meeting. And there was something new and different. The nationally-assembled audience was treated to a vivid and unprecedented 3-D color sales film. Television sets

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Exhibits are being booked for 1954 on a waiting list basis only, with complete sell-out certain. Starting with the big Hotel Exhibition in November, five shows have selected Kingsbridge Armory.



THE INSTITUTE OF RADIO ENGINEERS
Exhibits Office: 1475 Broadway, New York 36, N. Y.

zoomed into and away from the audience. Three dimensional films had come of sales meeting age.

The 2-D is ever present, undergoing some changes and perhaps a few innovations, but it is still basically as effective as always—especially when combined with follow-up visual-aids such as posters, wall charts, flip charts, diagrams and schematics or other more personalized techniques.

Kling's creative staff, challenged with the problem of impressing dealers and salesmen with Admiral Corp. product features, developed "Lines and Fines," a series of half-hour films based on prevalent and entertaining panel-quiz shows. Third in the series, devoted to television, featured popular comedians Henny Youngman, Willie Shore, Ish Kabibble and charming comedienne, Jean Carroll.

In a separate studio, an announcer carefully described outstanding selling features of new Admiral models. The panel was then quizzed by moderator about these features and fined when it gave incorrect and merely humorous answers.

Repetition Without Boredom

The audience readily recognizes a panel show. In a sense, it participates in the fun and more willingly absorbs the points presented. This format also allowed greater repetition of material without boring the audience.

In itself, the film was entertaining and instructive. In its sober moments, it presented enlarged studies of the product and explained processes that cannot be seen by the average eye. Unlike most films, it called for and paved the way for a definite audience participation follow-up. Money and prizes accumulated from the filmed panel were awarded to the audience for correct answers to the same Admiral features.

Crosley Division, Avco Manufacturing Corp., Cincinnati, desired to keynote this year's national television sales convention and to add impetus to regional and district meetings that were to follow.

Conceived for them, as part of a completely coordinated plan, was a striking 15-minute color motion picture starring popular entertainer Victor Borge.

Borge composed an original musical score during the course of the film and, appropriately, it was titled "Crosley Concerto." Music was built from themes descriptive of various television features that he demon-

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strated to the audience.

At the film's conclusion, as the entire new line was shown in majestic settings, Victor Borge premiered the complete opus.

Full force of the 2-D motion picture had been utilized in this example. It compelled attention and paralleled it with a satisfying aesthetic experience.

Seldom has there been greater relationship between audio and visual aspects. Product, voice and music were intricately one. Upon this common denominator of experience were added follow-up visual aids — flip charts and pocket manuals — and meeting guides were made available to the Crosley distributor to back up the successful hour-and-a-half sales meeting.

This combination of instruction aids—each repeated a similar theme treatment and utilized identical illustrations—firmly established the necessary information.

The idea that slides or film strips are merely a technique imposed upon the client as a result of budget restrictions has been proven grossly in error. Basic contrasting difference between slide and motion films is that the latter is best able to convey meaning involving action. Slide films can illustrate ingredients and final product, but motion pictures can better follow ingredients through production. Two of Kling Studios' recent undertakings illustrate these basic factors and new innovations employed.

Economic

Economy of production was offered to Hamilton Manufacturing Co. in a recent filmstrip undertaking. Two sales films, one dealing with surgical examining room equipment, the other dental examining room equipment, were made from almost the same mold, though each dealt with a different product. By preparing a carefully developed format, the two films made use of many identical scenes. End result was that two films were prepared at a cost slightly more than one.

Mitchell Manufacturing Co., Chicago, had need of a sales film requiring drama of motion and visual impact of slide film for remembrance. Often this combination of slide and motion serves as the answer to limited budgets. For Mitchell, Kling Studios prepared a combination of both techniques, a simple and inexpensively produced live sequence interspersed throughout non-motion frames.

Titled "A Midsummer Night's

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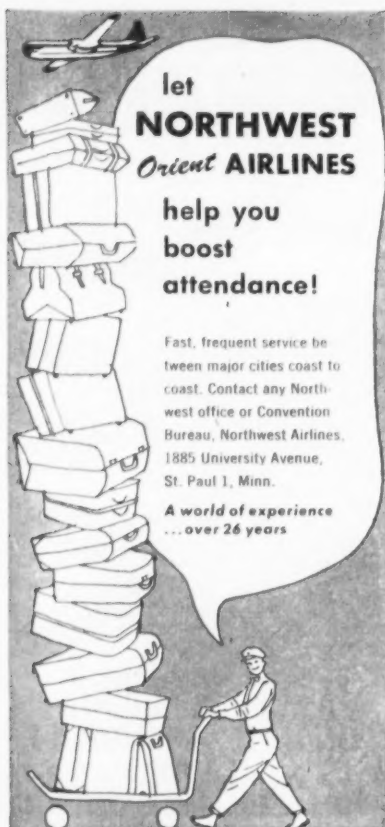
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Explodes myth that meetings get a better start on Monday. Tells advantages of planning Thursday opening with its big savings in time and cash—not to mention blood pressure.

October 1 issue

Dream," live sequences depicted an attractive young girl, dressed in alluring night clothes, tossing in restless sleep. This, of course, was a wonderful interest spring-board into the relatively cold sales information about room air conditioners.

Another Kling-created film for Mitchell likened a summer heat problem to a hippopotamus — actually shooting special footage of hippos at the zoo.

Massey-Harris Tractor Co., Racine, Wis., agreed to Kling Studios' suggestion that the operation of competitive equipment be animated. In doing so, it was clearly shown how some competitive tractors do not use hydraulic systems which exert downward pressure on a plow or other farm tools. Shocks are indicated traveling through the vehicle into the driver. In the following live action, using the Massey-Harris tractor, this was not what happened—thanks to the M-H two-way hydraulic system.

Animation has proved itself on countless occasions, not only as entertainment, but a competent conveyor of otherwise highly technical and intricate information.

There are occasions when economy and sales meeting needs require no film whatever, thus effecting greater economy. Script presentations for "live" actors, puppet shows and scores of other efficient, enjoyable and applicable visual-aids can be prepared. What is clearly indicated is that the decision as to method and media should be left to the expert.

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THE SKYSCRAPER

BY-THE-SEA



Let George Do It

Let George, Henry, Harry, John, Sam—or whatever names your salesmen own—present training material for your meetings. The Reardon Co. finds men get more out of a session when they are the trainers. It works for young and old hands.

BY JACK B. CONNORS
Eastern Division Manager, The Reardon Co.

Allowing salesmen to participate in a sales-meeting is nothing new, but officials of Eastern Division, The Reardon Co., Bayonne, N. J., water paint manufacturers, have added a new wrinkle to this old formula. They not only allow a salesman to get into the act, he emerges a combination judge, critic, sales trainer, and assistant sales manager. Result: a continuous sales training program for both old and new salesmen, in nice easy doses.

The Reardon Co. has just completed another of its specialized sales gatherings at the Raleigh Hotel, Washington, D. C. According to Sales Manager Harold F. Volstadt, "Salesmen not only like this type of meeting, but it also gives us a continuing check on their progress and ability to cope with changing sales and technical problems in our business."

Too Much to Remember

Reardon, like most progressive companies, has always believed in giving new salesmen a packaged training program. This usually lasted from eight to 12 weeks. Experience proved, however, that there were just too many things for a man to remember, particularly on the technical side. Some continuing training program was needed to help the salesman help himself, and it had to be done with the least loss of time in the territory. This new sales training technique is the result.

Meetings are planned several months in advance by Harold Volstadt, sales manager, and me. Products for discussion are assigned to

each salesman with a description of his imagined audience. One salesman might be asked to introduce a brand new product to a group of distributor salesmen, with all the necessary props for an interesting and instructive meeting.

Varied Assignments

Another salesman must present an established product to a similar gathering, to rebuild interest in the sale of the product. Another man is asked to tell of the promotion and advertising behind a certain product to persuade a group of dealers to tie-in with the promotion. Some of the salesmen are asked to give a sales story on a certain product suitable for a five-minute interview with a busy buyer.

A rigid time schedule is set for all presentations so that the program is fast and snappy. Usually several salesmen are assigned the same topics. However, they are prepared separately so that each presentation comes out differently. Props are usually prepared by the salesmen, who call on the Production Department for assistance.

At a conference room in the selected hotel, the division manager and the sales manager join salesmen around a large table, each with pad and pencil. As each salesman presents his story, it is preserved on a tape recorder. After the presentation, the other salesmen are asked their opinions of the talk and where it could be improved.

Some of the newer salesmen were at first slow to offer criticism. As meetings progressed, however, this

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was overcome by stressing that sound criticism helped everyone—and that was the purpose of the meeting.

Played Back

Between the talks and the critique, all phases of the water paint business got a thorough going over. The critique serves another purpose, too. When one salesman criticizes another for omission or lack of salesmanship, he usually makes sure he doesn't make the same mistake himself. After each man has added his comments, the presentations are played back on the tape recorder. Salesmen can hear how he sounded to his audience, and usually turns out to be his own most severe critic. Comments are then summarized by the division manager and the sales manager, and tapes are turned over to the salesmen.

Mike fright and uneasiness were early problems, because salesmen knew they were facing a critical audience. This has since ironed itself out, and presentations at each succeeding meeting have been more polished and professional.

Meetings have proved fertile in the production of new ideas and approaches. Junior salesmen pick up innumerable sales ideas, and product information from the more experienced men. Conversely, sheer pride keeps older men on their toes. If one man has a problem, several others usually have a solution, so that everyone goes away loaded with ideas. Management usually comes away with the most ideas of all.

Give Prizes

Votes are cast by salesmen for best presentation at the end of the meeting and a prize given. Experience is taken into consideration on this, and to date, junior salesmen have walked away with more prizes than older salesmen.

Business sessions of these meetings last two days, while the third day is assigned for golf match, sightseeing, or general relaxation. A cocktail party is usually part of each evening's entertainment, although there are no formal dinner parties or planned programs at night.

Basic spirit of Reardon sales training program could be summed up by a little sign that hangs in the St. Louis office of Sam Krupnick, Krupnick & Associates, Reardon's advertising agency. The sign reads: "No one of us is as smart as all of us."

Each Reardon salesman believes this, and it's paying off.

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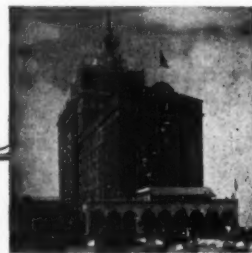
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7th Ave. at 31st St. (Opposite Penn Station)
NEW YORK CITY**



TWO HEMMED CORNERS on a piece of flannel slip over plywood or heavy cardboard. Two corners on bottom of flannel have elastic bands to grip board. Symbols adhere easily.

Flannel-Board Kit Tells Story of DuPont Fibers

For less than \$10, department stores get a complete training kit on characteristics of new fibers. Kit includes flannel-board "fiber circus," cued script and book of instructions.

A circus motif has been developed for a new flannel-board by the promotion section of E. I. du Pont de Nemours & Company's Textile Fibers Department for use in sales training programs.

The flannel-board, produced by L. A. Whitney Display Co., New York City, is designed to help get across accurate and usable sales information to personnel about Du Pont's five fibers—rayon, acetate, nylon, Orlon acrylic fiber, and Dacron polyester fiber.

Since the general fund of information about rayon and acetate is greater than that about the last three fibers, the presentation concentrates on Orlon, Dacron and nylon, providing an interesting and unusual visual aid for talks about the easy-living characteristics of these fibers.

A complete kit, for use by retail stores, has been made available by Du Pont at a unit price of \$9.95,

or less than the cost of the materials. It includes a three by four-foot piece of black flannel, a complete set of cards, script, set of directions and a number of reference booklets.

A booklet, that can be slipped into a sales-book, contains a review of the flannel-board presentation and has spaces for personal comments. For the benefit of sales people, the kit contains a list of questions most often asked about the Du Pont fibers, and the answers.

Information about fibers brought out in the training kit includes data on chemicals used in making Dacron polyester fiber, Orlon acrylic fiber and nylon; their physical characteristics; their similarities and differences; their effect on finished garments; and how to care for these garments.

The circus motif is carried out in the presentation by cards carrying circus symbols well-known to most



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and yet so foreign!**

A French Canadian mountain village on its own 5000 acres. Finest convention and recreational facilities. Superb cuisine. Bar.

Groups up to 300 during June, September, October... smaller groups during winter or summer seasons. Write for full information!

Only 90 miles north of Montreal

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Lodge**

Mont Tremblant, P. Q. Canada



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Home of the Chicago National Automobile Show — Chicago International Sports and Outdoor Exposition—Sonja Henie Ice Revue—International Live Stock Exposition—International Kennel Club Dog Show—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition.

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Individual Halls

4,000 to 55,000 Sq. Ft.

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ARENA SEATS 12,000

Air Conditioned

Many Smaller Meeting Rooms

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Free Parking for 4,000 Cars

15 Minutes from Loop Hotels

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International Amphitheatre

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Peabody
MEMPHIS, TENN.

Convention Headquarters of the South

Completely Air-Conditioned
All Convention Facilities, including approximately 18,000 sq. ft. in meeting rooms and 278 ft. display space, all on mezzanine.
Write for further information.
F. R. SCHUTT, Pres. & Gen. Mgr.



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Attractive Rates for All-Year-Round Dates
Full-Time Competent Convention Staff

MORE CONVENTION SPACE
Largest Hotel Convention Hall in Atlantic City
Our own Westminster Hall, 12 private assembly rooms seating 50 to 1500; 34,600 sq. ft. for exhibits, shows, conferences. Private entrances, 4 registration rooms, checking rooms. All main floor rooms.

MORE CONVENTION FACILITIES
Sleep 750; Banquet accommodations in Westminster Hall 1200, in Wedgewood Room 800; P.A. System, stage, motion picture booth, fine acoustics.



Hotel Chelsea
ON THE BOARDWALK · ATLANTIC CITY
Larry DeFrances, Dir. of Sales
ATLANTIC CITY 4-1251
Air-Conditioned Cocktail Lounge & Grill
Largest Musical Bar in Atlantic City
Sun Decks—Ocean Water Baths—
Unexcelled Cuisine at Moderate Prices

everyone. For example, high bulking quality of Orlon is illustrated by a drawing of spun sugar candy; nylon's strength is represented by a side-show strong man; resistance to shrinking is shown by a long-necked giraffe.

How each card should be worked into the presentation is shown in the prepared script for the du Pont "fiber circus." The company recommends that, during the program, sample items of merchandise be passed through the audience to demonstrate hand, look, bulk and other fabric qualities.

Directions for use of the flannel-board suggest use of a piece of plywood, masonite, heavy cardboard, etc. Hemmed corners of the flannel should be slipped over the top of the board and held by elastic bands at the bottom. The board should be

placed on an easel or on a desk or table.

The many-hued cards, descriptive of the fibers' properties, should be arranged in order so that they may be applied to the board without fumbling or search. Each card is backed by a "fiber-grip" material that provides excellent adhesion to the flannel—fibers cling together, yet the cards can be easily removed.

Cues

Cues for attaching the cards to the board are contained in the script. Each underlined word calls for placing a new card on the board.

The flannel-board presentation was developed when the DuPont Co. found that it was difficult to get across a retail training program on its fibers without some visual means of bringing simplicity and order to a bewildering array of properties, chemicals and uses.

It was decided to follow the pattern set by the company's employee relations department in its "HOB-SO" (How Our Business System Operates) program, which uses a flannel-board and hundreds of cards to present for discussion an intricate, detailed story convincingly in a relatively short time.

In addition to making the new "fiber circus" kit available to retailers, Textile Fibers Department retail training specialists are using the flannel-board presentation in their programs at various stores throughout the country. In a typical program a du Pont retail training specialist will discuss man-made fibers with store executives as well as with personnel from the hosiery, glove, lingerie, sportswear, men's furnishings, house furnishings, children's and infants' wear and dress departments.

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To handle ALL TYPES OF MEETINGS successfully.

- GUEST ROOMS—750
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Hotel Connects with Civic Auditorium
EXHIBIT SPACE—44,000 sq. ft. SEATING CAPACITY—5,000



The **PANTLIND**
Direct underground passageway to air-conditioned Civic Auditorium
GRAND RAPIDS, MICHIGAN
L. E. Ames, Director of Sales & Advertising

Convention Business

New Auditorium

Illinois legislators seem determined to have a new convention hall in Chicago. Money for the building will come from a fairs and expositions fund derived from a 1% tax on parimutuel bets at race tracks.

Both Republicans and Democrats are backing legislation to make the building possible and are pushing for early enactment over opposition. Opposition to the planned convention hall, probably on Chicago's lake front, came from several quarters. William Wood Prince, president, Union Stock Yards and Transit Co., owner of International Amphitheatre, and Arthur M. Wirtz, president, Chicago Stadium Corp., appeared before state legislative committees in an effort to halt plans for a new hall in Chicago.

Mr. Prince revealed plans to enlarge International Amphitheatre. Additional 100,000 sq. ft. of exhibit space—on the west end of the building—would provide the required area for the nation's largest and growing expositions. If a public hall is built, Amphitheatre plans to expand will be ruined, Mr. Prince told legislators. He indicated that the new auditorium might force the Amphitheatre out of business. A similar view was expressed by Mr. Wirtz who indicated

that the Chicago Stadium was in the red last year and the loss of 25 events would force the building to close.

Chicago Convention Bureau counters these claims by declaring that the new convention hall would attract enough additional business to the city to double use of the Amphitheatre and Stadium.

Promoting Armory

While Chicago is the nation's top convention city and has king-size problems concerning meeting and trade show facilities, difficult situations exist in many other cities. New York City, while awaiting its new Coliseum (hoped for in 1956), is putting plenty of effort behind promotion of Kingsbridge Armory, in the Bronx, as an exposition site. With the closing of Grand Central Palace to trade shows in October, Kingsbridge Armory is sole salvation for New York City's exposition business until 1956 (or thereabouts).

A special meeting was called recently to establish the Armory as new exposition center of New York. Exposition managers, electrical, plumbing and display contractors, Armory officials, city traffic engineers and others were called together by Royal W. Ryan, executive vice-president,



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3 Hours from New York

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Accommodations for 400 persons under one roof. Additional rooms nearby. Auditorium seating 1000. Plenty of small committee rooms, reference library, spacious lobbies and porches, heated garage, transportation from station.

Space generally available after November 1, 1953. Reservations are now being recorded for 1954 and 1955.

For particulars write Clifford R. Gillam, General Manager



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Mary Hesse
 Director of Sales and Advertising

John G. Harsman
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Teletype CI 244

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Our services and facilities will surprise you... Contact
RAY J. KRONMEYER
 Exec. V. P. and Gen. Mgr., Sacramento Convention Bureau
 Sacramento 14, California Gilbert 2-2978

New York Convention and Visitors Bureau, to iron out anticipated problems.

Consensus of the meeting's participants indicates that enthusiasm for the Armory site will increase as show managers and exhibitors become better acquainted with the huge facilities available—unobstructed floor space—and its accessibility by all means of transportation.

Factors discussed at the meeting were parking facilities, traffic conditions, utility considerations, accessibility, and publicity and promotion of the Armory as an exposition center. Additional meetings are planned to strengthen the Armory's position with the exposition industry.

"The \$60-million exposition industry which appeared lost to New York City when the announcement of Grand Central's closing was first made, now looks definitely saved," says Mr. Ryan. Four major expositions are now scheduled with others reserving tentative dates. "Indications are so favorable," says Mr. Ryan, "that the outlook is on the bright side."

Expositions now scheduled for the Armory are: National Hotel Show, Institute of Radio Engineers, International Flower Show and National Motor Boat Show.

New York City's convention business has a big stake in the Armory's success as an exposition site. Group business now represents 20% of the transient hotel space in the city.

More New Plans

If New York and Chicago are faced with building problems, so are almost a dozen other cities around the country. Pittsburgh is in the throes of convention-hall planning with factions pulling in several directions. While progress is slow, it appears Pittsburgh is on the way to a new exposition site.

Richmond, Va., is again showing signs of reawakening to the need of new convention facilities. A proposal was placed before the city manager for construction of a municipal auditorium-arena. There's no complete accord in Richmond, either. One group favors a site several miles from the business area while pressure for a building near the business district comes from other quarters.

State fairs throughout the country are making the most ambitious building plans and many of these plans include new exposition halls. New Mexico State Fair is to build a \$1-

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**HOTEL
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(ONE BLOCK FROM MUNICIPAL AUDITORIUM)
400 ROOMS 400 BATHS
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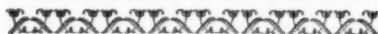
A distinguished
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For groups of 10 to 300 persons beautiful Williamsburg offers conference delegates and their families an opportunity of combining business with an enjoyable holiday in this uniquely restored community. Here, where great patriots proclaimed our American faith there is something of interest for everyone—tours through the Governor's Palace, the Capitol and other famous exhibition buildings, 18th century gardens, golf, tennis, cycling.

Fine cuisine, excellent accommodations and true Virginia hospitality contribute greatly to the success of every meeting held in Williamsburg.

Williamsburg Inn & Lodge

For descriptive booklet and information write:
Grant M. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off., Circle 6-8896.



SM/JULY 1, 1953

million coliseum this year. This hall will seat 18,000 people.

Heart O' Texas Fair, Waco, just completed its new \$1,242,000 coliseum after more than a year's construction, and an additional \$300,000 is to be spent on a heating and ventilating system for the structure.

To make its facilities more attractive to expositions, Cow Palace, San Francisco, is now laying a 10-inch concrete floor over a 30,100 sq. ft. area. It will be completed in August. Previously the floor was clay.

In Canada, too, the building bug is biting. Canadian National Exhibition will have a new Food Products Building in 1954. Covering over 130,000 sq. ft., the building will cost \$1½ million. Work on the new building will start as soon as this year's exhibition closes.

Bureau Financing

San Francisco Convention and Visitor Bureau is adopting a new financing plan to produce a more equitable system for solicitations. Bureau wants purveyors to city's hotels to share the burden in attracting more conventions to the city and thereby deriving greater business for themselves. Out of 500 hotel purveyors in the city, only about 75 are contributing to Bureau efforts.

Plan being put forth by the Bureau is to have purveyors contribute ½ of 1% of their gross sales of principal hotels to the Bureau's fund. According to the Bureau, this will increase purveyor visitor-solicitation contributions from \$13,000 to \$25,000 annually. The plan, according to the Bureau, is fair to all purveyors for it requires contributions based upon revenue enjoyed from hotels, sites of conventions attracted through Bureau efforts. This plan is currently used by bureaus in St. Louis, Cincinnati and Chicago, San Francisco Convention Bureau reports to its members.

George D. Smith, treasurer, Mark Hopkins Hotel, was named chairman to handle the solicitation plan. In outlining the needs for a better solicitation plan, Mr. Smith says:

"We are confronted with the alternatives of having the Bureau either abandon convention and visitor solicitation and servicing, and diverting its staff to conducting a drive for volunteers from among our contributors and sending them forth as captains and colonels in an army of donation solicitors, or employing an expensive fund-raising organization. The city cannot afford to have its soliciting staff diverted even a day

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OR YOUR
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SPLIT ROCK LODGE AND CLUB

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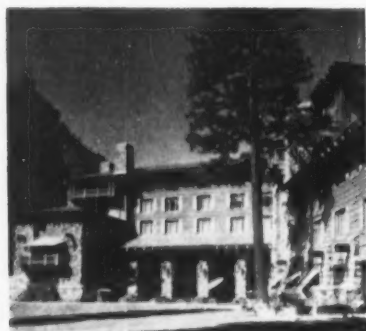
- Complete meeting and banquet facilities for groups up to 270. And when business is over, enjoy a large variety of sports and recreation, both outdoors and in the Lodge.

- Only three hours from New York or Philadelphia.

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GRAND CANYON is most enjoyable in Winter, Spring and Fall. All South Rim facilities are open the year 'round and available for meetings and small conventions up to 300 between October 15 and April 15—just when city hotels are crowded. World-famous El Tovar Hotel and Bright Angel Lodge on the brink of the South Rim offer 180 guest rooms, two ample meeting rooms and banquet facilities. Conducted motor sightseeing drives along the Rim and mule-back trail trips into the Canyon provide fascinating outdoor activities the year 'round. Write to Manager W. D. Rouzer.



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Yosemite National Park, California

Modern comfort and every facility for sales and convention meetings amid spectacular mountain scenery. Centrally located and easy to reach... Sleeping capacity 200; dining capacity 500, with additional sleeping capacity in cottages to accommodate 500. Completely equipped meeting rooms.

For full information and colorful booklet write Convention Department, Yosemite Park and Curry Co., Yosemite National Park, California.

from convention solicitation. That day might thereby be a bad one next year or the year after."

Pointing out that the more money and manpower expended by the Bureau, the more conventions will come to the city, Mr. Smith told Bureau members: "We were startled to observe that not only have the hotels increased their contributions 400%, and purveyors by less than 100%, but that only these 75 out of 500 purveyors to visitors through hotels are contributing at all. It costs money to bring visitors here. There is no selling without sales cost and the Bureau is our selling force."

San Francisco's purveyor-solicitation plan is equitable for all. If the $\frac{1}{2}$ of 1% levy on a purveyor's sales to hotels is greater than his \$100 annual membership fee, he only pays the difference between the levy and his membership fee. If his sales to hotel mean less than \$100 as levied at the rate of $\frac{1}{2}$ of 1%, he would receive a refund of the difference between the levy and his membership fee. This will prevent a firm from making token contributions without receiving direct benefits, the Bureau points out.

Trend Continues

It was reported back in October (Editor's Notes, page 9) that a trend may get underway when a Chicago furniture retailer rented International Amphitheatre for a big furniture sale. The trend to use auditoriums for retail sales is definitely developing.

Kaufman Carpet Co., New York City, staged a rug sale in Madison Square Garden's exposition area and sold \$1-million worth of rugs. Salesmen tried roller skates to speed sales.

Another furniture sale is planned in Chicago and many retailers in other cities are mulling the idea over as a new merchandising technique.

While the retailers might appear to be competing for auditorium space, currently scarce for large expositions, the retail sales can be fit in conveniently between shows—time element of the sales is not critical. It's ideal for auditoriums as an additional source of revenue.

Bigger Meetings

Insurance companies beat all-industry averages for attendance at sales meetings. National meeting attendance for insurance companies is 298; for average company, 84. Regional sales meeting attendance for insurance companies is 110; for average company, 29.

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- FACILITIES TO MAKE YOUR CONVENTION OR MEETING COMFORTABLE & SUCCESSFUL



- AIR CONDITIONED, PUBLIC ROOMS, RESTAURANTS & MEETING ROOMS
- 1200 AVAILABLE ROOMS OVERLOOKING LAKE MICHIGAN
- A PERSONAL INTEREST GUARANTEED

D. J. Gardner, Sales Manager

Philco Does It Like Nobody Did

(continued from page 12)

More than a year of planning went into the four-day parley, according to Mr. George. Big problems included hotel reservations, transportation, exhibits, meals and entertainment—just about everything presented a big problem because of gigantic proportions involved.

Philco has 126 distributors and much of the coordination and local-level planning was thrown on their shoulders. In addition to hotel-room assignments and transportation arrangements, they administered the point system that qualified dealers for the trip in the first place.

In order to go to the convention, dealers had to earn a specified number of points. Points were given for each product bought. A dealer could earn anywhere from two to a hundred points on each purchase, depending on the price of the item. Points were changed from time to time to push specific merchandise—such as radios when their sales slackened. Distributors set their own point system, for each area had its own quotas.

By creating a points system to earn a trip to the convention, Philco enjoyed a "double play." Dealers bought heavily to earn points before the May deadline, then bought heavily because of the powerful stimulation at the meeting. For two months,

February and March, Philco promoted the points system heavily to dealers. Its dealer publication to 25,000 dealers featured the vacation and holiday atmosphere of Atlantic City.

As can be imagined, many hands and heads were set into motion to bring the final meeting into being. Hutchins Advertising Agency had 35 people in its Philadelphia office and 10 in its New York City office work on the meeting. Philco had 250 home-office personnel involved.

Dealers responded above and beyond expectations in not only buying but in enthusiasm. While Philco gave away a peaked cap, many groups of dealers arrived with their own headgear that they refused to relinquish. The ten-gallon hat from Texas and Panama hat from the South were much in evidence along the Boardwalk. Many dealer groups wore special jackets with Philco emblems.

If dealers arrived jubilant, they left elated. They were made to feel important. They were given generous purchase terms as an inducement to buy, were filled with product information and sales features to gladden the heart, and were plied with more live entertainment in four days than the average dealer sees in a year.



HERE'S 2 EXCELLENT LOCATIONS for your Trade Show—Sales Meetings—Conventions!

Your choice of two famous hotels on fine highways—The Cavalier at Virginia Beach on Ocean Highway—The Jefferson at Richmond, Virginia just two blocks off U. S. Highway No. 1.

Offering you every convention facility... handsome conference rooms... spacious auditoriums... public address system...

beautiful banquet and lovely guest rooms... delicious food... traditional hospitality and service... plus something that makes every convention better—the prestige of a nationally-known, respected meeting place. Write for details!

CAVALIER-JEFFERSON
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IN NEW YORK CITY

Specializing in "smaller" meetings up to 150

More and more organizations are learning that the "smaller" meetings are most successful when held in a first-class hotel which specializes in "smaller" groups. At BEEKMAN TOWER you receive the UNDIVIDED attention of an experienced staff... where every member, from manager to houseman, is sincerely interested in making YOUR meeting a success. Quiet, friendly atmosphere... ideal for group concentration. Delicious food... reasonable prices... excellent service. A beautiful ballroom—5 handsome meeting rooms.

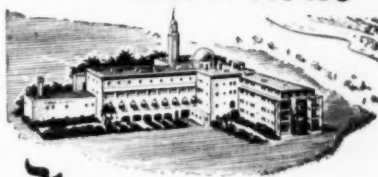
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A convenient location... overlooking East River
A few blocks from MIDTOWN... yet removed from its distractions.

26 STORIES • 400 OUTSIDE ROOMS

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Golf and beach at the door!

The Coquina has its own private beach where guests may enjoy luncheon and cocktails as they bask in the sun *plus* the added convenience of an 18-hole golf course at the door.



The COQUINA

ORMOND BEACH, FLORIDA

Mrs. Walter Bovard, Owner-Manager

NEW YORK RESERVATION OFFICE:

630 FIFTH AVE., CIRCLE 6-6820

EXHIBITOR'S CALENDAR

Expositions, Fairs and Trade Shows as Announced for the Next 4 Months

Accounting

Controllers Institute of Amer.

Sep. 27-30 '53, Boston, Attend.—1,200
Walter Mitchell, Jr., Mng. Dir., 1 E. 42nd St., New York 17, N. Y.

Advertising

National Assn. of Advertising Distributors

Jul. 4-5 '53, French Lick, Ind., Attend.—75
Don Walter, Secy., 509 W. 3rd St., Cincinnati 2, Ohio

Outdoor Advertising Assn. of Amer., Inc.

Sep. 12-17 '53, Houston, Attend.—800
K. L. Ghaister, Secy., 24 W. Erie St., Chicago 10, Ill.

Direct Mail Advertising Assn. Inc.

Sep. 30-Oct. 2 '53, Detroit, Attend.—1,000
Frank Frazier, Secy., 17 E. 42nd St., New York 17, N. Y.

Newspaper Advertising Mgrs. of E. Canada

Oct. 15-17 '53, Montreal, Attend.—65
J. C. Anderson, Secy., Daily Record, Kitchener, Ont., Can.

Agriculture

American Poultry & Hatchery Federation

Jul. 28-31 '53, Milwaukee, Attend.—10,000
Don W. Turnbull, Exec. Secy., 15 W. 10th St., Kansas City 6, Mo.

International Apple Assn.

Aug. 10-14 '53, Chicago, Attend.—1,000
Fred W. Burrows, Secy., 1302 18th St., N.W., Washington, D. C.

American Soy Bean Assn.

Aug. 20-21 '53, St. Louis, Attend.—500
Geo. M. Strayer, Secy., Hudson, Iowa

Dixie Poultry Exposition

Sep. 15-17 '53, Ashville, N. C., Attend.—15,000
N. B. Nicholson, Secy., Box 226, Monroe, N. C.

National Barrow Show

Sep. 15-18 '53, Austin, Attend.—10,000
R. C. Dougherty, Hormel & Co., Austin, Minn.

National Poultry, Butter & Egg Assn.

Oct. 4-6 '53, Chicago, Attend.—3,300
R. J. Sidney, 110 N. Franklin St., Chicago, Ill.

National Dairy Cattle Congress & Allied Shows

Oct. 4-11 '53, Waterloo, Attend.—221,000
E. S. Estel, 307 E. Rainbow Dr., Waterloo, Iowa

International Dairy Exposition

Oct. 10-17 '53, Chicago
Edw. J. F. Young, Pres., 33 S. Clark St., Chicago 3, Ill.

Future Farmers of Amer. Missouri

Oct. 12-15 '53, Kansas City, Attend.—7,500
A. W. Tenney, Office of Educ., Washington 25, D. C.

Grand Natl. Livestock Exposition

Oct. 30-Nov. 8 '53, San Francisco, Attend.—140,000
Nye Wilson, Geneva & Rio Verde, San Francisco, Calif.

Amusement

Allied States Assn. Motion Pictures Exh.

Oct. 5-7 '53, Boston, Attend.—500
A. F. Myers, Secy., 1131 DuPont Circle Bldg., Washington 15, D. C.

Apparel, Fashion & Textile

Master Furriers Guild of Amer., Inc.

Jul. 3-5 '53, Boston, Attend.—350
Henry Rosley, 11 W. 42nd St., New York, N. Y.

Work Clothes & Sportswear Show

Jul. 18-22 '53, Philadelphia
A. J. Rozett, P. O. Box 85, East Station, Yonkers 4, N. Y.

International Exposition of Fabrics, Fibres & Yarns

Jul. 26-Aug. 2 '53, New York, Attend.—50,000
Arthur Tarshis, 12 W. 72nd St., New York, N. Y.

Textile Merchants Assn. Industries

Aug. 15-20 '53, Chicago, Attend.—1,200
Geo. Fischer, 222 W. Adams St., Chicago 6, Ill.

Allied Linens & Domestic Assn.

Aug. 16-21 '53, New York, Attend.—2,000
Herbert Swann, 420 Lexington Ave., New York, N. Y.

American Textile Chemists & Colorists

Sep. 17-19 '53, Chicago, Attend.—2,000
Dr. H. C. Chapin, Lowell Textile Inst., Lowell, Mass.

National Canvas Goods Mfrs. Assn.

Oct. 4-8 '53, Detroit, Attend.—550
Lawrence H. Stevens, 352 W. 53rd St., New York 19, N. Y.

Automotive

Truck Body & Equipment Assn. Inc.

Sep. 21-23 '53, Cincinnati, Attend.—600
Arthur H. Nuesse, Exec. Mgr., 1122 DuPont Circle, Washington, D. C.

National Assn. of Indpt. Tire Dirs., Inc.

Oct. 11-14 '53, Cincinnati, Attend.—2,000
W. W. Marsh, Secy., 777 14th St., N.W., Washington, D. C.

Aviation

National Air Races

Sep. 5-7 '53, Dayton, Attend.—150,000
B. T. Franklin, Gen. Mgr., 400 Union Commerce Bldg., Cleveland 14, Ohio

Banking, Credit & Finance

American Bankers Assn. Annual Convention

Sep. 20-23 '53, Washington, Attend.—5,000
Robert J. Stiehl, Dir. Edu. Display, 12 E. 36th St., New York 16, N. Y.

National Assn. of Bank Auditors & Comptrollers

Oct. 19-22 '53, New York, Attend.—1,000
D. R. Cochard, 38 S. Dearborn St., Chicago 3, Ill.

Barber, Beautician & Cosmetics

Pan American Beauty Trade Exposition

Sep. 6-8 '53, New Orleans, Attend.—1,500
Mrs. Ruth Crow, 3335 Dixie Dr., Houston, Tex.

National Hairdressers & Cosmetologists Assn.

Oct. 25-27 '53, Miami Beach, Attend.—800
L. A. Freiberg, Dir. of Exh., 164 5th Ave., New York 10, N. Y.

Beverage

Brewers Assn. of Amer.

Oct. 11-13 '53, Chicago, Attend.—1,500
W. M. O'Shea, 188 W. Randolph St., Chicago 1, Ill.

International Brewing Industries Exposition

Oct. 20-23 '53, St. Louis, Mo., Attend.—7,000
Clapp & Poliak, Exp. Mgr., 341 Madison Ave., New York, N. Y.

Building & Building Materials

Bridge & Bldg. Supply Assn.

Sep. 15-17 '53, Chicago, Attend.—3,000
Lewis Thomas, Dir., 59 E. Van Buren St., Chicago, Ill.

National Established Roofing, Siding & Insulating Contractors Assn. of West

Sep. 21-23 '53, San Francisco, Attend.—500
C. N. Nichols, Mng. Dir., 12 E. 41st St., New York, N. Y.

Council of Architects of Calif.

Oct. 15-17 '53, Coronado, Attend.—500
F. A. Chase, 3723 Wilshire Blvd., Los Angeles, Calif.

Contracting Plasterers Intl. Assn.

Oct. 19-22 '53, Detroit, Attend.—500
Albert Beever, 1327 Majestic Bldg., Detroit 26, Mich.

Business & Management

Rocky Mountain Business Show

Sep. 22-24 '53, Denver, Attend.—12,000
J. Rex Fleming, Pres., P. O. Box 2451, Denver, Colo.

National Assn. of Suggestion Systems

Oct. 25-27 '53, Pittsburgh, Attend.—500
S. W. Rubenstein, 122 S. Michigan Ave., Chicago 3, Ill.

Cemeteries & Funeral Directors

Funeral Directors Assn. of N. J.
Sep. 14-18 '53, Atlantic City, Attend.—500
J. H. Broemel, 347 Lafayette St., Newark
5, N. J.

Ontario Funeral Service Assn.

Sep. 24-29 '53, Toronto, Attend.—300
E. T. Baycroft, Secy., 67 Mississauga St. E.,
Barrie, Ont., Canada

Assn. Cemetery Superintendents & Officials of Ohio

Oct. 11-13 '53, Dayton, Attend.—125
Edgar C. Warren, 150 Glendal Ave., Akron
3, Ohio

National Funeral Directors Assn. of U. S. Inc.
Oct. 12-15 '53, Washington, D. C., Attend.—
4,000

H. C. Raether, Exec. Secy., 135 W. Wells
St., Milwaukee 3, Wisc.

Funeral Directors & Embalmers Assn. of Florida

Oct. 27-29 '53, Jacksonville, Attend.—250
Lida Lee Hunt, Exec. Secy., Aragon Hotel,
Jacksonville 2, Fla.

Chemistry

American Chemical Society

Sep. 6-11 '53, Chicago, Attend.—3,000
A. H. Emery, 1155 16th St., N.W., Wash-
ington, D. C.

Chiropody

National Assn. of Chiropodists

Aug. 13-18 '53, Los Angeles, Attend.—750
Dr. Wm. J. Stickel, 3500 14th St., N.W.,
Washington, D. C.

Chiropractic

Assn. Chiropractors & Drugless Therapists of Ontario

Sep. 25-27 '53, Toronto, Attend.—200
Dr. J. A. Schinck, 2 King St. W., Hamilton,
Ont., Canada

Georgia Chiropractic Assn.

Oct. 2-3 '53, Atlanta, Attend.—250
Dr. R. T. Leiter, 501 Persons Bldg., Macon, Ga.

Kentucky Assn. of Chiropractors

Oct. 9-11 '53, Lexington, Attend.—200
Dr. J. F. White, Somerset, Ky.

Cleaning-Dyeing & Laundry

National Assn. of Institutional Laundry Managers

Oct. 8-10 '53, Los Angeles, Attend.—200
Haywood M. Wiley, Girard College, Phila-
delphia 21, Pa.

American Institute of Laundering

Oct. 9-11 '53, Los Angeles, Attend.—5,000
Albert Johnson, Secy., P. O. Drawer 1187,
Joliet, Ill.

Coal & Petroleum

Ohio Petroleum Marketers Assn.

Sep. 16-17 '53, Dayton, Attend.—500
Clyde E. Wallingford, Exec. Secy., 5 E.
Long St., Columbus 15, Ohio

Fuel Merchants Assn. of N. Y. State

Sep. 17-18 '53, Lake George, Attend.—450
Mrs. Helen C. Besch, 90 State St., Albany,
N. Y.

Communications

U. S. Indpt. Telephone Assn.

Oct. 12-14 '53, Chicago, Attend.—2,500
George C. Richert, Secy., 411-17 Munsey
Bldg., Washington, D. C.

Containers

Industrial Packaging & Materials Handling Exposition

Oct. 20-22 '53, Boston, Attend.—7,000
C. J. Carney, Jr., 20 W. Jackson Blvd.,
Chicago 4, Ill.

Dental

American Dental Assn.

Sep. 28-Oct. 1, '53, Cleveland, Attend.—
8,000
John J. Hollister, Bus. Mgr., 222 E. Superior,
Chicago 11, Ill.

Canadian Dental Assn.

Oct. 21-23 '53, Montreal, Attend.—750
Dr. D. W. Gullett, 234 St. George St.,
Toronto, Ont., Canada

National Education Congress for Dental Technicians

Oct. 23-25 '53, New York, Attend.—3,500
Leonard Darwin, 152 W. 42nd St., New
York 18, N. Y.

Education

American Alumni Council

Jul. 13-15 '53, Hot Springs, Va., Attend.—
400
Ernest T. Stewart, Jr., 1785 Massachusetts
Ave., N.W., Washington, D. C.

These Listings Not Complete

Space does not permit complete listings of all trade shows, expositions and fairs scheduled. A quarterly directory of all conventions and shows is available.

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California Speech Therapy Assn.

Oct. 2-3 '53, San Jose, Attend.—500
Mrs. Verna Breinholt, 1104 W. 8th St., Santa Ana, Calif.

Vocational Assn. of Ohio

Oct. 3-4 '53, Columbus, Attend.—200
Berl Shoemaker, 497 E. Towne, Columbus, Ohio

New England Assn. of School Superintendents

Oct. 11-13 '53, Swampscott, Mass., Attend.—1,000
Everett W. Ireland, 18 Day St., Somerville 43, Mass.

Virginia Education Assn.

Oct. 20-23 '53, Richmond, Attend.—4,000
T. Preston Turner, 401 N. 9th St., Richmond, Va.

Education Assn. of Delaware

Oct. 21-23 '53, Wilmington, Attend.—2,000
Dr. Howard E. Row, Keith Bldg., Dover, Del.

American Assn. of School Administrators of Calif.

Oct. 21-23 '53, San Jose, Attend.—700
Dr. Robert E. Cralle, 35 N. Raymond Ave., Pasadena, Calif.

Electrical**International Assn. of Electrical Inspectors**

Sep. 21-26 '53, Chicago, Attend.—2,500
Robert A. Peterson, 612 N. Michigan Ave., Chicago, Ill.

Eastern Canada All Electrical Show

Oct. 5-8 '53, Montreal, Attend.—50,000
Emile St. Pierre, 423 Ontario East., Montreal, Que., Canada

Industrial Electric Exposition

Oct. 6-8 '53, Pittsburgh
J. W. O'Nan, Genl. Chrmn., Duquesne Light Company, Pittsburgh, Pa.

Electrical Progress Show

Oct. 13-15 '53, Philadelphia
James Morrison, Mng. Dir., Architects Bldg., Philadelphia, Pa.

Electronics, Radio & Television**Western Electronic Show & Conv.**

Aug. 17-22 '53, San Francisco, Attend.—5,000
Heckert Parker, Bus. Mgr., 1355 Market St., San Francisco, Calif.

National Electronics Conf.

Sep. 28-30 '53, Chicago, Attend.—7,000
Kipling Adams, 920 S. Michigan, Chicago

Engineering**Instrument Society of America**

Sep. 21-25 '53, Chicago, Attend.—10,000
Richard Rimbach, 921 Ridge Ave., Pittsburgh 12, Pa.

New York State Society of Professional Engineers

Oct. 2-3 '53, Boar Mt., Attend.—1,000
Harold Beckjorden, 1941 Gd. Central Terminal, New York, N. Y.

Fairs, Expositions, Pageants**Edmonton Exhibition**

Jul. 13-18 '53, Edmonton, Attend.—250,000
Barbara E. Bannerman, Exhibition Grounds, Edmonton, Alta., Canada

Washington State-Far East Trade Fair

Aug. 9-23 '53, Seattle, Attend.—100,000
Egil E. Krogh, Internatl. Trade Fair Inc., Seattle, Wash.

Illinois State Fair

Aug. 14-23 '53, Springfield
H. W. Elliott, P. O. Box 546, Springfield, Ill.

Mississippi Valley Fair & Exposition

Aug. 18-23 '53, Davenport, Attend.—80,500
Frank Harris, Mgr., 25 Schmidt Bldg., Davenport, Iowa

Iowa State Fair

Aug. 28-Sep. 4 '53, Des Moines, Attend.—455,000
L. B. Cunningham, Secy., State House, Des Moines, Iowa

Canadian Natl. Exposition

Aug. 28-Sep. 12 '53, Toronto, Attend.—2,717,000
H. E. McCallum, Genl. Mgr., Exhibition Park, Toronto, Ont., Canada

Wyoming State Fair

Sep. 2-5 '53, Douglas, Attend.—55,000
Gordon L. Roush, Secy., Mgr., Box 567, Douglas, Wyo.

California State Fair

Sep. 3-13 '53, Sacramento, Attend.—750,000
E. P. Green, P. O. Box 2036, Sacramento, Calif.

Quebec Provincial Exposition

Sep. 4-13 '53, Quebec, Attend.—350,000
Emery Boucher, Dir., Coliseum Exposition Park, Quebec, Canada

New Jersey State Fair

Sep. 27-Oct. 4 '53, Trenton, Attend.—400,000
N. L. Marshall, P. O. Box 669, Trenton, N. J.

Texas State Fair

Oct. 10-25 '53, Dallas, Attend.—2,000,000
James Stewart, Fair Park, Dallas, Texas

Firemen**Washington State Assn. Fire Chiefs & Firemen**

Jul. 8-11 '53, Aberdeen, Attend.—700
J. R. Cook, 200 15th Ave., Seattle 22, Wash.

Firemen's Assn. of New York State

Aug. 18-19 '53, Binghamton, Attend.—2,000
E. N. Braun, 4025 Main St., Buffalo 21, N. Y.

Ohio State Firemen's Assn.

Aug. 21-23 '53, Akron, Attend.—1,500
H. E. Miller, Secy., Box 35, Mantua, Ohio

Fish**Nova Scotia Fisheries Exhibition**

Sep. 15-19 '53, Lunenburg, N. S., Canada, Attend.—30,000
B. J. Walters, Mgr., P. O. Box 553, Lunenburg, N. S., Canada

Flowers & Gardens**Texas State Florists Assn.**

Jul. 5-8 '53, Ft. Worth, Attend.—1,200
Ray McCulloch, 1615 5th Ave., Ft. Worth, Tex.

Allied Florists & Growers of Canada

Jul. 6-8 '53, Regina, Sask., Attend.—400
J. A. Whitmore, 10 Adelaide St. E., Toronto, Ont., Canada

Florists Telegraph Delivery Assn.

Aug. 30-Sep. 5 '53, Houston, Attend.—2,500
John A. Kely, 209 W. Jackson Blvd., Chicago 6, Ill.

California Assn. of Nurserymen

Sep. 14-17 '53, Hobergs, Attend.—400
Elmer Merz, 304-1005 8th St., Sacramento 5, Calif.

National Garden Supply Trade Show

Oct. 25-30 '53, Long Beach, Calif., Attend.—3,000
George E. Perry, 1901 St. Paul St., Baltimore 18, Md.

Food & Food Processing**National Assn. Retail Meat & Food Dealers**

Aug. 2-6 '53, New York, Attend.—700
Geo. T. Nepil, Exec. Secy., 330 S. Wells, Chicago, Ill.

National Candy Wholesalers Assn.

Aug. 2-6 '53, Chicago, Attend.—3,000
C. M. McMillan, Exec. Secy., 1424 K St., N.W., Washington 5, D. C.

Texas Retail Grocers Assn.

Aug. 9-11 '53, San Antonio, Attend.—1,200
Jerry Johnson, 1701 LaSalle Ave., Waco, Tex.

International Apple Assn.

Aug. 10-13 '53, Chicago, Attend.—1,500
Samuel Fraser, Exec. V. P., 1302 18th St., N.W., Washington, D. C.

National Food Distributors

Aug. 17-20 '53, Chicago
Emmet J. Martin, Exec. Secy., 100 E. Ohio, Chicago 11, Ill.

North Carolina Food Dealers Assn.

Aug. 23-25 '53, Charlotte, Attend.—500
J. B. Bogler, 200 Providence Rd., Charlotte 7, N. C.

Independent Grocers Alliance of Amer.

Aug. 23-25 '53, Chicago, Attend.—1,000
Jesse E. Folks, 131 S. Wabash Ave., Chicago 3, Ill.

Tennessee Wholesale Grocers Assn.

Sep. 13-15 '53, Memphis, Attend.—350
Geo. M. Painter, 316 Chamber of Commerce Bldg., Nashville, Tenn.

International Food & Home Show

Sep. 16-24 '53, Minneapolis, Attend.—25,000
Geo. J. Lord, 301 Plymouth Bldg., Minneapolis 3, Minn.

Virginia Independent Food Dealers Assn.

Oct. 11-13 '53, Roanoke, Attend.—2,500
S. Frank Straus, Exec. Secy., 5 S. Twelfth St., Richmond, Va.

Oklahoma Retail Grocers Assn.

Oct. 11-15 '53, Oklahoma City, Attend.—1,500
L. O. Bowman, 406 American Natl. Bldg., Oklahoma City, Okla.

New England Food Exposition

Oct. 11-17 '53, Boston, Attend.—63,000
Frank Dubinsky, Mgr., 108 Longwood Ave., Brookline, Mass.

Illinois Retail Grocers Assn.

Oct. 18-19 '53, Peoria, Attend.—1,000
Harold P. Echternach, Secy., 105 W. Monroe St., Chicago 3, Ill.

American Bakers Assn.

Oct. 24-28 '53, Chicago, Attend.—2,500
Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

Forestry, Lumber & Millwork

Society of American Foresters

Sep. 14-16 '53, Colorado Springs, Attend.—1,000
Henry Clepper, 825 Mills Bldg., Washington 6, D. C.

Lake States Logging Congress

Sep. 17-19 '53, Rhinelander, Wisc., Attend.—1,000
L. J. Heinske, 104 Suffolk, Ironwood, Mich., wood, Mich.

Oklahoma Lumbermen's Assn.

Oct. 20-21 '53, Oklahoma City, Attend.—2,000
Bill Morgan, 815 Leonhardt Bldg., Oklahoma City, Okla.

Gift & Jewelry

National Jewelers Assn.

Jul. 26-30 '53, Chicago, Attend.—7,500
Geo. E. Gayou, Show Mgr., 812 Olive St., St. Louis 1, Mo.

California Gift Show

Jul. 26-31 '53, Los Angeles, Attend.—4,000
Woody C. Klingborg, 1151 S. Broadway, Los Angeles 15, Calif.

Chicago Gift Show

Aug. 3-14 '53, Chicago, Attend.—6,000
Geo. F. Little, Mng. Dir., 220 5th Ave., New York 1, N. Y.

Portland Gift, Stationery, Jewelry, Toys, Lamps & Housewares Show

Aug. 9-12 '53, Portland, Attend.—1,000
Kay Leber, 1355 Market St., San Francisco 3, Calif.

American Natl. Retl. Jewelers Assn.

Aug. 9-13 '53, New York, Attend.—11,000
Chas. M. Isaac, V. P., 551 5th Ave., New York 17, N. Y.

Kansas City Gift Show

Aug. 16-19 '53, Kansas City, Attend.—2,000
Fred Sands, Secy., 3108 S. Joplin Ave., Tulsa, Okla.

Western Jewelry & Silverware Show

Aug. 16-19 '53, Los Angeles, Attend.—2,000
Woody C. Klingborg, Genl. Mgr., 1151 S. Broadway, Los Angeles 15, Calif.

New York Gift Show

Aug. 24-28 '53, New York, Attend.—10,000
Geo. F. Little, Show Mgr., 220 5th Ave., New York 1, N. Y.

United Horological Assn. of America

Aug. 29-31 '53, Minneapolis, Attend.—400
Leslie Dewey, 5007 S. Girard, Minneapolis, Minn.

Ohio State Gift Show

Aug. 30-Sep. 2 '53, Columbus, Attend.—1,500
W. E. Offinger, 15-117 Merchandise Mart, Chicago 54, Ill.

Allied Gift & Jewelry Show

Sep. 6-10 '53, Dallas, Attend.—6,000
Allied Exhibitors Inc., 3832 Wilshire Blvd., Los Angeles 5, Calif.

Boston Gift Show

Sep. 8-12 '53, Boston, Attend.—2,500
George F. Little, Mng. Dir., 220 5th Ave., New York 1, N. Y.

Philadelphia Gift Show

Sep. 26-Oct. 3 '53, Philadelphia, Attend.—3,000
Geo. F. Little, Show Mgr., 220 5th Ave., New York 1, N. Y.

Government

Canadian Institute of Sanitary Inspectors

Aug. 24-26 '53, Vancouver, Attend.—200
F. L. Lunn, 3 Wellington, E. Brampton, Ont., Canada

International Municipal Signal Assn.

Oct. 5-8 '53, Columbus, Attend.—1,000
Irvin Shlusinger, 130 W. 42nd St., New York 36, N. Y.

Illinois Assn. of Park Districts

Oct. 15-16 '53, Quincy, Attend.—300
Marjorie Dickinson, 401 1/2 E. Capitol, Springfield, Ill.

Graphic Arts

American Photo Engravers Assn.

Oct. 12-14 '53, Boston, Attend.—1,200
F. J. Schreiber, 166 W. Van Buren St., Chicago 4, Ill.

Health, Recreation & Welfare

National Fed. of Blind

Jul. 11-14 '53, Milwaukee, Attend.—200
Jacobus tenBrack, 2652 Shasta Rd., Berkeley 8, Calif.

National Assn. of Sanitarians

Sep. 8-11 '53, Milwaukee, Attend.—500
R. C. Davis, 1256 W. 7th St., Los Angeles 14, Calif.

Ohio State Safety Conf.

Sep. 22-24 '53, Cleveland, Attend.—4,500
C. L. Smith, 2073 E. 9th St., Cleveland 15, Ohio

State Conf. of Health Commissioners of Ohio

Sep. 23-25 '53, Columbus, Attend.—200
E. A. Graber, 306 Ohio Dept. Bldg., Columbus, Ohio

Canadian Public Health Assn.

Oct. 1-3 '53, Toronto, Attend.—400
Dr. Wm. Mosley, Secy., 150 College St., Toronto 5, Ont., Canada

National Safety Council Congress

Oct. 19-23 '53, Chicago, Attend.—8,000
R. L. Forney, 425 N. Michigan Ave., Chicago 11, Ill.

Hobbies & Toys

National Hobby Conv. All States Hobby Clubs

Jul. 30-Aug. 1 '53, Baltimore, Attend.—1,000
James Brooks, 7722 Elizabeth, Cincinnati 31, Ohio

Society of Philatelic Americans

Aug. 13-16 '53, Tampa, Attend.—500
W. Alkema, P. O. Box 3768, Kercheval Stat., Detroit, Mich.

American Numismatic Assn.

Aug. 22-26 '53, Dallas, Attend.—400
L. M. Reagan, Secy., Box 577, Wichita 1, Kan.

National Button Society

Aug. 28-Sep. 1 '53, Long Beach, Calif., Attend.—300
Mrs. Florence P. Aberle, 611 Western Ave., Albany 3, N. Y.

Home Shows

Los Angeles Home Show

Aug. 20-30 '53, Los Angeles, Attend.—191,150
Carl F. Kraatz, Exec. Mgr., 315 W. 9th St., Los Angeles 15, Calif.

Hospitals

American Hospital Assn.

Aug. 31-Sep. 3 '53, San Francisco, Attend.—5,000
George Bugbee, 18 E. Division St., Chicago 10, Ill.

Assn. of Alberta Hospitals

Oct. 19-21 '53, Edmonton, Attend.—250
L. R. Adshead, Univ. Hospital, Edmonton, Alta., Canada

Mississippi State Hospital Assn.

Oct. 21-22 '53, Biloxi
R. M. Castle, Rush Memorial Hospital, Meridian, Miss.

Ontario Hospital Assn.

Oct. 26-28 '53, Toronto, Attend.—2,500
Arthur J. Swanson, 135 St. Clair Ave. W., Toronto, Ont., Canada

British Columbia Hospital Assn.

Oct. 27-30 '53, Vancouver, Attend.—400
Percy Ward, 129 Osborne Rd. E., Vancouver, B. C., Canada

Hotels & Restaurants

International Stewards & Caterers Assn.

Aug. 16-20 '53, Boston, Attend.—700
T. K. Morris, 1144 The Alameda, Redwood City, Calif.

Tri-State Hotel Assn.

Sep. 10-12 '53, New Orleans, Attend.—350
Bill Green, Pres., Edwards Hotel, Jackson, Miss.

Indiana Restaurant Assn.

Oct. 6-8 '53, Indianapolis, Attend.—2,000
N. E. Bass, 701 State Life Bldg., Indianapolis, Ind.

Iowa Restaurant Assn.

Oct. 11-13 '53, Des Moines, Attend.—400
Hugh M. Slaughter, 311 Shops Bldg., Des Moines, Iowa

Kansas Restaurant Assn.

Oct. 12-14 '53, Wichita, Attend.—1,000
J. A. Wolf, 115 S. Main St., Wichita 2, Kan.

Illinois State Restaurants Assn.

Oct. 27-29 '53, Peoria, Attend.—1,000
J. F. Curtis, 626 E. Capitol Ave., Springfield, Ill.

House Furnishings

Armory Furniture Show

Jul. 6-10 '53, New York, Attend.—10,000
W. S. Orkin, 80 W. 40th St., New York 18, N. Y.

Northwest Furniture Market

Jul. 6-10 '53, Seattle, Attend.—4,500
Frank B. Dauster, Exec. Secy., 5050 Lloyd Bldg., Seattle, Wash.

Los Angeles Curtain & Drapery Show

Jul. 12-15 '53, Los Angeles
Woody C. Klingborg, 1151 S. Broadway, Los Angeles, Calif.

Western Lamp & Picture Show

Jul. 19-22 '53, San Francisco
Kay Leber, Show Mgr., 1355 Market St., San Francisco, Calif.

New York Curtain & Drapery Show

Jul. 26-31 '53, New York, Attend.—3,500
H. M. Waters, RFD #1, Lansdale, Pa.

Twin City Furniture Market

Aug. 10-14 '53, Minneapolis
H. H. Cory, Mgr., 1427 N.W. Bank Bldg., Minneapolis, Minn.

Western Housewares Show

Sep. 20-23 '53, Los Angeles, Attend.—1,500
Woody C. Klingborg, 1151 S. Broadway, Los Angeles 15, Calif.

National Home Demonstration Agts. Annual Mtg.

Oct. 27-30 '53, Buffalo, Attend.—500
Mrs. Carmen Johnson, Fort Collins, Colo.

Insurance**Life Office Management Assn.**

Sep. 21-23 '53, Cincinnati, Attend.—500
F. L. Rowland, 110 E. 42nd St., New York 17, N. Y.

Farmers Automobile Insurance Group

Sep. 28-Oct. 3 '53, Los Angeles, Attend.—1,100
Bernice Platt, 4680 Wilshire Blvd., Los Angeles 54, Calif.

Labor Unions**United Rubber Cork Linoleum & Plastic Workers of Amer.**

Sep. 14-19 '53, Grand Rapids, Attend.—500
Desmond Walker, High St. at Mill, Akron, Ohio

Leather & Leather Products**National Luggage & Leather Goods Show**

Aug. 1-6 '53, New York, Attend.—2,000
M. A. Levitan, Exec. V. P., 220 5th Ave., New York 1, N. Y.

Chicago Shoe Travelers Assn. Show

Sep. 1-3 '53, Chicago
Grayce Mattes, 2070 Morrison Hotel, Chicago, Ill.

Boston Shoe Show

Oct. 4-8 '53, Boston, Attend.—1,000
Maxwell Field, Mgr., 210 Lincoln St., Boston 11, Mass.

Tanners Council of Amer.

Oct. 22-23 '53, Chicago, Attend.—1,500
Leif C. Kronen, 411 5th Ave., New York 7, N. Y.

National Shoe Fair

Oct. 26-29 '53, Chicago, Attend.—15,000
G. E. Gayou, Palmer House, Chicago, Ill.

Library**Canadian Library Assn.**

Aug. 23-25 '53, Ottawa, Attend.—500
Miss E. H. Morton, 46 Elgin St., Ottawa, Ont., Canada

Minnesota Library Assn.

Oct. 1-3 '53, St. Paul, Attend.—350
Mary L. Dyar, Secy., 1001 Hennepin Ave., Minneapolis, Minn.

New York Library Assn.

Oct. 15-17 '53, Albany
Mrs. Dorothy C. Rausch, 75 Chapel St., Albany, N. Y.

Wisconsin Library Assn.

Oct. 22-24 '53, Milwaukee, Attend.—300
Benton H. Wilcox, 816 State St., Madison 5, Wis.

Marketing & Merchandising**Western Merchandise Mart**

Jul. 13-17 '53, San Francisco
Frank K. Runyan, Pres., 1355 Market St., San Francisco, Calif.

National Piggly Wiggly Operators Assn.

Aug. 2-4 '53, Washington, D. C., Attend.—650
Hugh W. Lester, 1010 E. Adams St., Jacksonville 6, Fla.

Denver Wholesalers & Manufacturers

Aug. 9-15 '53, Denver, Attend.—600
Roliff A. Wright, Box 5428, Terminal Annex, Denver 17, Colo.

National Automatic Merchandising Assn.

Aug. 23-26 '53, Chicago
Clinton S. Darling, 7 S. Dearborn St., Chicago, Ill.

Southwestern Merchandise Exhibitors

Sep. 6-11 '53, Dallas, Attend.—4,000
Fred Sands, 3108 S. Joplin Ave., Tulsa, Okla.

New York Premium Show

Sep. 21-23 '53, New York, Attend.—4,000
A. Tarshis, 12 W. 72nd St., New York, N. Y.

National Assn. of Food Chains

Sep. 25-27 '53, Chicago, Attend.—2,000
John A. Logan, 726 Jackson Place, Washington 6, D. C.

Medical**West Virginia Medical Assn. & Aux.**

Jul. 23-25 '53, White Sulphur Springs, Attend.—600
Chas. Lively, Box 1031, Charleston 24, W. Va.

National Medical Assn. & Aux.

Aug. 10-14 '53, Nashville, Attend.—5,000
Dr. J. T. Given, 1108 Church St., Norfolk 10, Va.

American Congress of Physical Medicine

Aug. 24-28 '53, Chicago, Attend.—900
W. J. Zeitler, 2020 E. 93rd St., Cleveland 6, Ohio

Utah Medical Assn. & Aux.

Sep. 10-12 '53, Salt Lake City, Attend.—500
W. H. Tibbals, 42 S. 5th St., Salt Lake City 2, Utah

Washington Medical Assn.

Sep. 12-16 '53, Seattle, Attend.—1,200
R. W. Neill, 338 Henry Bldg., Seattle 1, Wash.

Assn. French Speaking Physicians of Canada

Sep. 16-19 '53, Sherbrooke, Attend.—900
Dr. H. Trudel, 326 E. Et. Joseph Blvd., Montreal, Que., Canada

Montana Medical Assn.

Sep. 17-20 '53, Billings, Attend.—250
L. R. Hegland, Exec. Secy., 240 Stapleton Bldg., Billings, Mont.

Kentucky Assn. & Auxiliary

Sep. 22-24 '53, Louisville, Attend.—900
J. P. Sanford, Exec. Secy., 620 S. 3rd St., Louisville 2, Ky.

American Roentgen Ray Society

Sep. 28-Oct. 4 '53, Cincinnati, Attend.—1,500
Dr. Barton R. Young, Secy., Germantown Hospital, Philadelphia, Pa.

Medical Society of Pennsylvania

Oct. 3-7 '53, Philadelphia

A. H. Stewart, Jr., Conv. Mgr., 230 State St. Harrisburg, Pa.

New Hampshire Medical Society

Oct. 4-6 '53, Manchester, Vt., Attend.—600
Dr. D. G. Smith, 44 Chester St., Nashua, N. H.

Western Orthopaedic Assn.

Oct. 4-8 '53, Sun Valley, Idaho, Attend.—500
Dr. Vernon C. Thompson, Secy., 1136 W. 6th St., Los Angeles 17, Calif.

American College of Surgeons Clinical Congress

Oct. 5-9 '53, Chicago, Attend.—3,500
E. G. Sandrok, 40 E. Erie St., Chicago 11, Ill.

American Society of Anesthesiologists

Oct. 6-9 '53, Seattle, Attend.—1,000
J. H. Hung, 188 W. Randolph St., Chicago 1, Ill.

American Academy of Pediatrics Natl. Mtg.

Oct. 7-10 '53, Miami, Attend.—2,000
Dr. C. G. Grulee, 636 Church St., Evanston, Ill.

American Assn. of Physicians & Surgeons

Oct. 8-10 '53, Chicago, Attend.—500
H. E. Northam, 360 N. Michigan Ave., Chicago 1, Ill.

American Urological Assn. North Central Section

Oct. 8-10 '53, Cincinnati, Attend.—350
Dr. W. J. Engel, 2020 E. 93rd St., Cleveland 6, Ohio

American Society of Clinical Pathologists

Oct. 12-16 '53, Chicago, Attend.—1,000
Dr. C. G. Culbertson, 1040 W. Michigan St., Indianapolis 7, Ind.

American Academy Ophthalmology & Otolaryngology

Oct. 12-16 '53, Chicago, Attend.—5,000
Dr. W. L. Benedict, 100 1st Ave. Bldg., Rochester, Minn.

National Gastroenterological Assn.

Oct. 12-16 '53, Los Angeles, Attend.—600
Steven K. Herlitz, 280 Madison Ave., New York, N. Y.

California Academy of General Practice

Oct. 25-27 '53, Coronado, Attend.—1,500
W. W. Rogers, 450 Mission St., San Francisco 5, Calif.

Oklahoma City Clinical Society

Oct. 26-29 '53, Oklahoma City, Attend.—600
Mrs. M. R. Waller, Exec. Secy., 512 Medical Arts Bldg., Oklahoma City, Okla.

San Francisco Heart Disease Assn.

Oct. 28-30 '53, San Francisco, Attend.—200
Miss Gladys T. Daniloff, 604 Mission St., San Francisco, Calif.

Metal & Metal Products**National Metal Congress & Exposition**

Oct. 19-23 '53, Cleveland, Attend.—40,000
Chester L. Wells, 7301 Euclid Ave., Cleveland 3, Ohio

Miscellaneous**American Institute of Cooperation**

Aug. 9-13 '53, Columbia, Mo., Attend.—2,000
J. K. Stern, 744 Jackson Pl. N.W., Washington, D. C.

Music

Texas Music Teachers Assn.

Jul. 16-18 '53, Ft. Worth, Attend.—200
Dean McCorkle, Texas Christian Univ., Ft. Worth, Tex.

Nursing

American Assn. Nurse Anesthetists

Aug. 30-Sep. 2 '53, San Francisco, Attend.—300
Florence McQuillen, 118 S. Michigan Ave., Chicago, Ill.

Licensed Vocational Nurse Assn. of Texas

Sep. 26-27 '53, San Antonio, Attend.—300
Myrtle Lane, 554 S. Summit, Ft. Worth, Tex.

Illinois Nurses Assn.

Oct. 1-3 '53, Chicago, Attend.—800
June A. Ramsey, 8 S. Michigan Ave., Chicago 5, Ill.

Indiana State Nurses Assn.

Oct. 1-3 '53, Ft. Wayne, Attend.—600
Nancy Seramlin, 302 Terminal Bldg., Indianapolis, Ind.

Oregon Nurses Assn.

Oct. 12-16 '53, Portland, Attend.—400
Viola Vreeland, 220 S.W., Alder St., Portland 4, Ore.

New York State Nurses Assn.

Oct. 12-16 '53, Buffalo, Attend.—1,200
Steven K. Herlitz, Exhibit Mgr., 280 Madison Ave., New York 16, N. Y.

North Carolina Nurses Assn.

Oct. 19-23 '53, Charlotte, Attend.—1,000
Mrs. Marie B. Noell, 415 Commercial Bldg., Raleigh, N. C.

Office Management & Equipment

National Stationery & Office Equipment Assn.

Sep. 26-30 '53, Chicago, Attend.—2,500
P. E. Burbank, 740 Investment Bldg., Washington 5, D. C.

National Business Show

Oct. 19-24 '53, New York, Attend.—89,000
Rudolph Lang, 33 W. 42nd St., New York 36, N. Y.

National Office Management Assn. (Cost Reductions & Methods Clinics)

Oct. 21-22 '53, Detroit, Attend.—400
C. F. Fleckenstein, Standard Accident Insurance Co., Detroit, Mich.

Optometry

Ohio Optometric Assn.

Oct. 25-26 '53, Columbus, Attend.—500
Dr. J. M. Nabcock, 720 6th St., Portsmouth, Ohio

Osteopathy

American Osteopathic Assn.

Jul. 13-17 '53, Chicago, Attend.—500
Dr. Clayton N. Clark, 212 E. Ohio, Chicago, Ill.

Missouri Assn. Osteopathic Phys. & Surgs.

Sep. 9-11 '53, St. Louis, Attend.—500
L. D. Jones, 325 E. McCarty St., Jefferson City, Mo.

New York State Osteopathic Society

Oct. 15-17 '53, New York, Attend.—200
Dr. R. E. Cole, 417 Main St., Geneva, N. Y.

American College of Osteopathic Surgeons

Oct. 18-22 '53, Los Angeles, Attend.—500
Steven K. Herlitz, Conv. Mgr., 280 Madison Ave., New York 16, N. Y.

Paper

National Paper Trade Assn. of U. S.

Sep. 21-23 '53, Chicago, Attend.—1,000
J. H. Londergran, Secy., 220 E. 42nd St., New York 17, N. Y.

Pharmaceutical

New Hampshire Pharmaceutical Assn.

Sep. 13-15 '53, Bretton Woods, Attend.—400
Dr. G. A. Moulton, Exec. Secy., 51 Main St., Peterborough, N. H.

National Assn. of Retail Druggists

Oct. 11-16 '53, Chicago
J. W. Dargavel, 205 W. Wacker Dr., Chicago 6, Ill.

Photography

Prof. Photographers Assn. of Wisc.

Jul. 12-15 '53, Milwaukee, Attend.—400
E. L. Obma, 158 N. Iowa St., Dodgeville, Wisc.

Photographers Assn. of Amer.

Aug. 17-21 '53, Chicago, Attend.—5,000
Chas. Zahn, Commodore Perry Arcade, Toledo 4, Ohio

Biological Photographic Assn.

Aug. 31-Sep. 3 '53, Los Angeles, Attend.—300
Lloyd E. Varden, 533 W. 57th St., New York 19, N. Y.

Master Photo Dealers & Finishers Assn.

Oct. 11-16 '53, Los Angeles, Attend.—2,000
R. J. Wilkinson, 103 W. Michigan Ave., Jackson, Mich.

Police

Chief Constables Assn. of Canada

Sep. 12 '53, Vancouver, Attend.—150
G. A. Shea, Central Station, Montreal, Que., Canada

Publishing

Ohio Newspaper Women's Assn.

Oct. 23-25 '53, Columbus, Attend.—100
Thelma Geiger, Alliance Review, Alliance, Ohio

Real Estate

American Title Assn.

Sep. 13-17 '53, Los Angeles, Attend.—600
J. E. Sheridan, 3608 Guardian Bldg., Detroit 26, Mich.

California State Apartment Conf.

Sep. 15 '53, Berkeley, Attend.—500
P. J. O'Donovan, 3923 W. 6th St., Los Angeles 5, Calif.

Ohio Assn. of Real Estate Boards

Oct. 5-7 '53, Columbus, Attend.—1,000
LeRoy Parsons, 17 N. High St., Columbus 15, Ohio

National Assn. Housing Officials

Oct. 13-16 '53, Milwaukee, Attend.—1,000
Otto F. List, Mgr., 1313 E. 60th St., Chicago 37, Ill.

Religion

International Churchmen's Exposition Corp.

Oct. 6-9 '53, Chicago, Attend.—18,000
Marcus W. Hinson, Exp. Mgr., 19 S. LaSalle St., Chicago 3, Ill.

Science

Society of Amer. Bacteriologists

Aug. 10-14 '53, San Francisco, Attend.—2,000
L. W. Parr, 1335 8th St., N.W., Washington, D. C.

Astronomical League

Sep. 4-7 '53, Washington, Attend.—300
Grace Scholz, 110 Schuyler Rd., Silver Spring, Md.

Society Economic Paleontologists & Mineralogists

Oct. 30-31 '53, Los Angeles, Attend.—1,000
Merle Israelski, 1203 E. California, Pasadena, Calif.

Sports & Sporting Goods

National Fishing Tackle Show

Aug. 9-14 '53, Chicago
Miss Marjorie Nelson, 28 E. Jackson Blvd., Chicago, Ill.

Tobacco

International Assn. of Pipe Smokers Clubs

Aug. 14-16 '53, Flint, Mich., Attend.—200
C. A. Piercy, Box 27, Ballston Lake, N. Y.

Transportation & Travel

American Transit Assn.

Aug. 10-12 '53, Los Angeles, Attend.—2,000
Fred C. J. Dell, 292 Madison Ave., New York 17, N. Y.

Allied Railway Supply Assn.

Sep. 14-16 '53, Chicago, Attend.—4,000
Chas. F. Weil, 1200 Chase Ave., Chicago 26, Ill.

American Merchant Marine Conf.

Sep. 21-25 '53, Cleveland, Attend.—1,500
H. J. Harding, 17 Battery Pl., New York 4, N. Y.

Institute of Traffic Engineers

Sep. 28-Oct. 1 '53, Buffalo, Attend.—500
M. Mansfield Todd, 211 Strathcona Hall, New Haven 11, Conn.

Utilities

National Assn. of Soft Water Service Oper.

Sep. 16-18 '53, Chicago, Attend.—600
G. W. Bostrom, 111 W. Washington St., Chicago, Ill.

New England Water Works Assn.

Sep. 28-30 '53, Poland Spring, Me., Attend.—600
J. C. Knox, 73 Tremont St., Boston, Mass.

Fed. of Sewage & Industrial Wastes Assn.

Oct. 13-16 '53, Miami, Attend.—1,000
W. H. Wisely, 325 Illinois Bldg., Champaign, Ill.

American Water Works Assn.—Southwest Sect.

Oct. 18-21 '53, Houston, Attend.—700
L. A. Jackson, Water Dept., Little Rock, Ark.

American Gas Assn.

Oct. 26-29 '53, St. Louis, Attend.—5,500
Kurwin Boyes, Secy., 420 Lexington Ave., New York 17, N. Y.

Veterinary

American Veterinary Medical Assn.

Jul. 20-23 '53, Toronto, Attend.—2,500
J. H. Hardenbergh, Exec. Secy., 600 S. Michigan Ave., Chicago 5, Ill.

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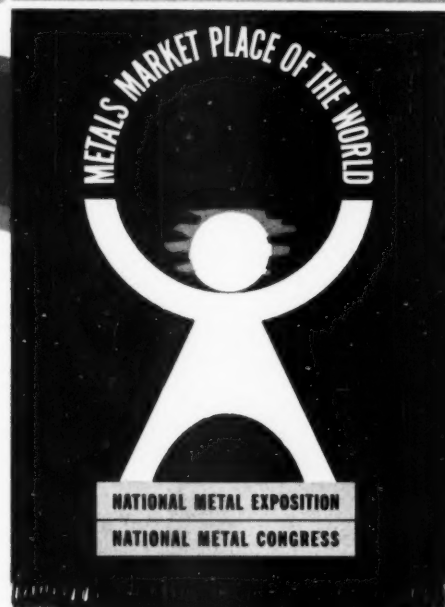


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